

## **Atlanta Region Travel Pattern Analysis**

This paper presents an overview assessment of regional travel patterns. Specifically, travel patterns were assessed from both the attraction end for work trips and the production end for several suburban counties.

With regards to work trip attractions, the ARC 2030 travel demand model was utilized to analyze the distribution of home-based work (HBW) travel patterns for the following activity centers:

- Downtown Atlanta
- Midtown Atlanta
- Buckhead
- Fulton Industrial Boulevard
- Atlanta Airport
- Southlake Mall area
- Gwinnett Place/Discover Mills
- Peachtree Corners area
- Perimeter Center
- Cumberland/Galleria
- Town Center Mall area
- Northpoint Mall area

It is important to note that there are several activity centers in the Atlanta region, some of which are larger trip generators than those listed above. However, these 12 are geographically dispersed across the region, and thus provide a general assessment of regional travel patterns.

Home-to-work travel patterns to the activity centers were first mapped with travel desire lines at ARC's superdistrict level. Tables were also developed to show actual HBW trip volumes from each superdistrict and county, to the specified activity center. Candidate TPB transit projects that would directly serve each activity center are also identified.

A second series of maps were then developed to illustrate the distribution of person trips from several suburban counties. Specifically, this analysis focused on counties within the 13-county region that presently have limited or no transit (Douglas, Paulding, Cherokee, Forsyth, Rockdale, Henry and Coweta Counties). Travel patterns from each county were mapped with travel desire lines at ARC's superdistrict level. Tables were also developed to show actual trip volumes from each of the analyzed suburban counties, to other counties in the Atlanta region.

## Atlanta CBD

### Travel Patterns

The ARC 2030 model indicates that over 197,000 home-based work (HBW) trips are anticipated to be going to/coming from the downtown Atlanta area (the most of all activity centers that were evaluated). The distribution of those trips is as follows:

Geographic Area	Percent of Trips
North Fulton	3.0%
Central Fulton	24.5%
South Fulton	6.2%
DeKalb County	23.0%
Cobb County	11.2%
Cherokee County	1.3%
Forsyth County	0.4%
Gwinnett County	5.8%
Rockdale County	2.3%
Henry County	5.5%
Clayton County	7.3%
Coweta County	1.3%
Fayette County	2.2%
Douglas County	4.5%
Paulding County	1.5%

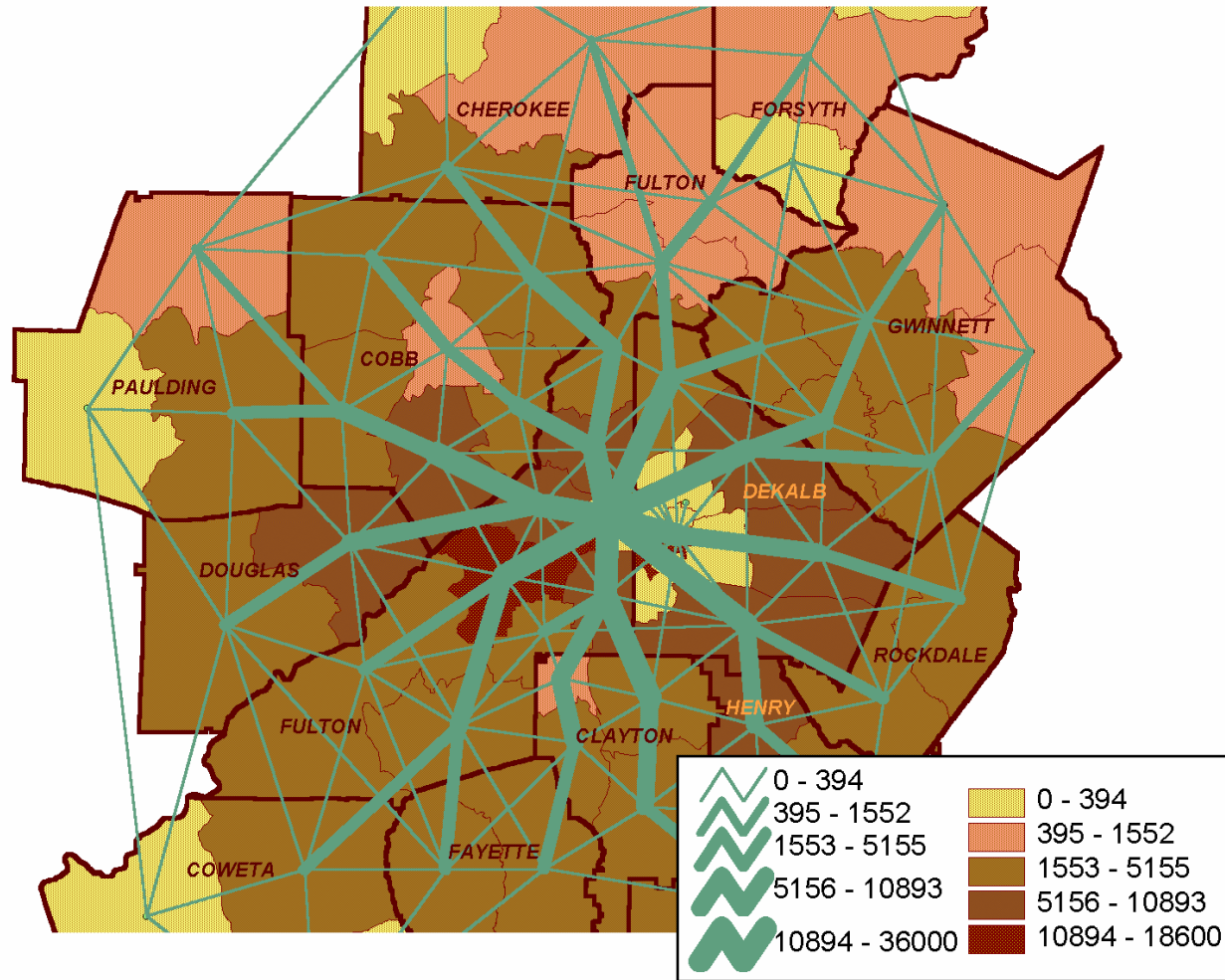
As noted in the table above, nearly ½ of all trips are from Central Fulton or DeKalb Counties, with Cobb County being the next largest generator of downtown Atlanta work trips. Figure 1 illustrates the distribution of trips at the Superdistrict level, with travel desire lines shown to/from each Superdistrict.

### TPB Projects

There are numerous candidate TPB projects that would directly serve the Atlanta CBD. Those projects include:

- All of the commuter rail projects
- All MARTA rail line extension projects
- Peachtree Street Streetcar
- Auburn Avenue Streetcar
- I-75 BRT
- I-20 East BRT
- West Downtown/Midtown Arterial BRT
- Metropolitan Parkway/Northside Drive Arterial BRT
- Fayetteville to Downtown Arterial BRT
- Smyrna to Downtown Arterial BRT

**Figure 1**  
**HBW Trips to/from the Atlanta CBD by Superdistrict**



County	Name	CBD	
Central Fulton	CBD Atlanta	11,411	
	NW Atlanta	8,035	
	NE Atlanta	0	
	SE Atlanta	9,873	
	SW Atlanta	11,855	
	Buckhead	7,078	
		48,252	24.46%
North Fulton	Sandy Springs	3,073	
	Roswell	1,481	
	N Fulton	1,263	
		5,817	2.95%
South Fulton	Shannon	4,170	
	Tri-Cities	5,088	
	S Fulton	3,050	
		12,308	6.24%
DeKalb	Atlanta-DeKalb	18,506	
	Decatur	0	
	Chamblee	4,403	
	NE DeKalb	6,105	
	NW DeKalb	0	
	SE DeKalb	7,594	
	SW DeKalb	0	
	S DeKalb	8,743	
		45,351	22.99%
Cobb	Marietta	1,511	
	NW Cobb	2,679	
	NE Cobb	3,893	
	Cumberland	4,908	
	S Cobb	6,515	
	SW Cobb	2,665	
		22,171	11.24%
Clayton	Airport	679	
	NE Clayton	5,088	
	Riverdale	4,564	
	S Clayton	4,009	
		14,340	7.27%
Gwinnett	Cent Gwinnett	2,164	
	N Gwinnett	1,073	
	E Gwinnett	745	
	Snellville	2,375	
	Lilburn	2,464	
	Norcross	2,658	
		11,479	5.82%
Rockdale	N Rockdale	2,111	
	S Rockdale	2,492	
		4,603	2.33%
Henry	N Henry	5,412	
	E Henry	2,177	
	S Henry	3,223	
		10,812	5.48%
Douglas	E Douglas	5,915	
	W Douglas	2,886	
		8,801	4.46%
Cherokee	Woodstock	1,601	
	E Cent Cherokee	877	
	N Cherokee	176	
		2,654	1.35%
Paulding	N Paulding	409	
	W Paulding	294	
	E Paulding	2,284	
		2,987	1.51%
Forsyth	S Forsyth	210	
	Cumming	432	
	N Forsyth	147	
		789	0.40%
Fayette	E Fayette	2,595	
	W Fayette	1,781	
		4,376	2.22%
Coweta	N Coweta	1,779	
	W Coweta	335	
	S Coweta	386	
		2,500	1.27%
<b>TOTAL</b>		<b>197,240</b>	

## Atlanta Midtown

### Travel Patterns

The ARC 2030 model indicates that 90,600 home-based work (HBW) trips are anticipated to be going to/coming from the midtown Atlanta area. The distribution of those trips is as follows:

Geographic Area	Percent of Trips
North Fulton	4.4%
Central Fulton	24.7%
South Fulton	5.0%
DeKalb County	22.8%
Cobb County	14.4%
Cherokee County	1.9%
Forsyth County	0.7%
Gwinnett County	7.5%
Rockdale County	1.7%
Henry County	3.7%
Clayton County	5.7%
Coweta County	1.0%
Fayette County	1.5%
Douglas County	3.6%
Paulding County	1.4%

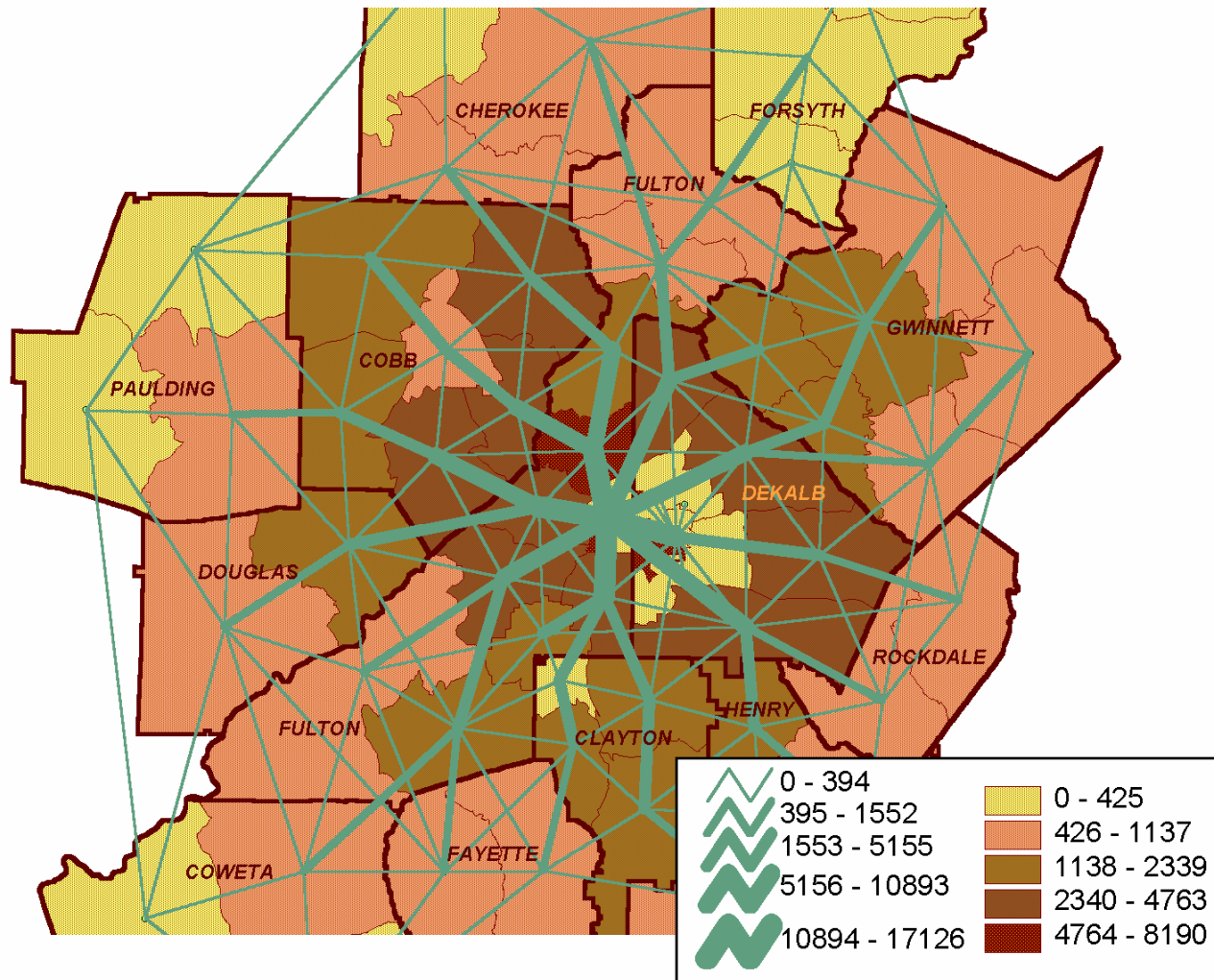
The distribution of trips by county, as shown above, is similar to the distribution of Atlanta CBD trips, but with some gravitation towards the northern counties. For example, 14.4% of Midtown's work trips are coming from Cobb County vs. 11.2% for the CBD. Figure 2 illustrates the distribution of trips at the Superdistrict level, with travel desire lines shown to/from each Superdistrict.

### TPB Projects

Candidate TPB projects that would serve the Atlanta Midtown area are as follows:

- C Loop
- I-75 North BRT
- All MARTA north and south rail line extension projects
- Northwest Corridor/Cobb Parkway Arterial BRT
- Peachtree Street Streetcar
- West Downtown/Midtown arterial BRT
- Scott Blvd./Ponce arterial BRT

**Figure 2**  
**HBW Trips to/from Atlanta Midtown by Superdistrict**



County	Name	Midtown
Central Fulton	CBD Atlanta	5,669
	NW Atlanta	4,137
	NE Atlanta	0
	SE Atlanta	3,060
	SW Atlanta	4,019
	Buckhead	5,515
		22,400 24.73%
North Fulton	Sandy Springs	2,094
	Roswell	1,017
	N Fulton	890
		4,001 4.42%
South Fulton	Shannon	1,555
	Tri-Cities	1,909
	S Fulton	1,096
		4,560 5.03%
DeKalb	Atlanta-DeKalb	8,190
	Decatur	0
	Chamblee	3,179
	NE DeKalb	3,189
	NW DeKalb	0
	SE DeKalb	2,922
	SW DeKalb	0
	S DeKalb	3,206
		20,686 22.84%
Cobb	Marietta	985
	NW Cobb	1,684
	NE Cobb	2,535
	Cumberland	3,143
	S Cobb	3,321
	SW Cobb	1,339
		13,007 14.36%
Clayton	Airport	257
	NE Clayton	1,866
	Riverdale	1,697
	S Clayton	1,380
		5,200 5.74%
Gwinnett	Cent Gwinnett	1,482
	N Gwinnett	745
	E Gwinnett	430
	Snellville	966
	Lilburn	1,285
	Norcross	1,889
		6,797 7.50%
Rockdale	N Rockdale	678
	S Rockdale	828
		1,506 1.66%
Henry	N Henry	1,764
	E Henry	685
	S Henry	941
		3,390 3.74%
Douglas	E Douglas	2,264
	W Douglas	1,009
		3,273 3.61%
Cherokee	Woodstock	1,035
	E Cent Cherokee	544
	N Cherokee	135
		1,714 1.89%
Paulding	N Paulding	198
	W Paulding	128
	E Paulding	911
		1,237 1.37%
Forsyth	S Forsyth	133
	Cumming	343
	N Forsyth	111
		587 0.65%
Fayette	E Fayette	839
	W Fayette	525
		1,364 1.51%
Coweta	N Coweta	575
	W Coweta	111
	S Coweta	174
		860 0.95%
<b>TOTAL</b>		<b>90,582</b>

## Buckhead

### Travel Patterns

The ARC 2030 model indicates that 63,300 home-based work (HBW) trips are anticipated to be going to/coming from the Buckhead area. The distribution of those trips is as follows:

Geographic Area	Percent of Trips
North Fulton	11.9%
Central Fulton	21.9%
South Fulton	2.2%
DeKalb County	26.8%
Cobb County	13.4%
Cherokee County	2.4%
Forsyth County	1.6%
Gwinnett County	11.4%
Rockdale County	0.8%
Henry County	1.7%
Clayton County	2.8%
Coweta County	0.4%
Fayette County	0.5%
Douglas County	1.4%
Paulding County	0.9%

Over 70 percent of Buckhead area work trips are coming from North and Central Fulton Counties, DeKalb and Gwinnett Counties. Figure 3 illustrates the distribution of trips at the Superdistrict level, with travel desire lines shown to/from each Superdistrict.

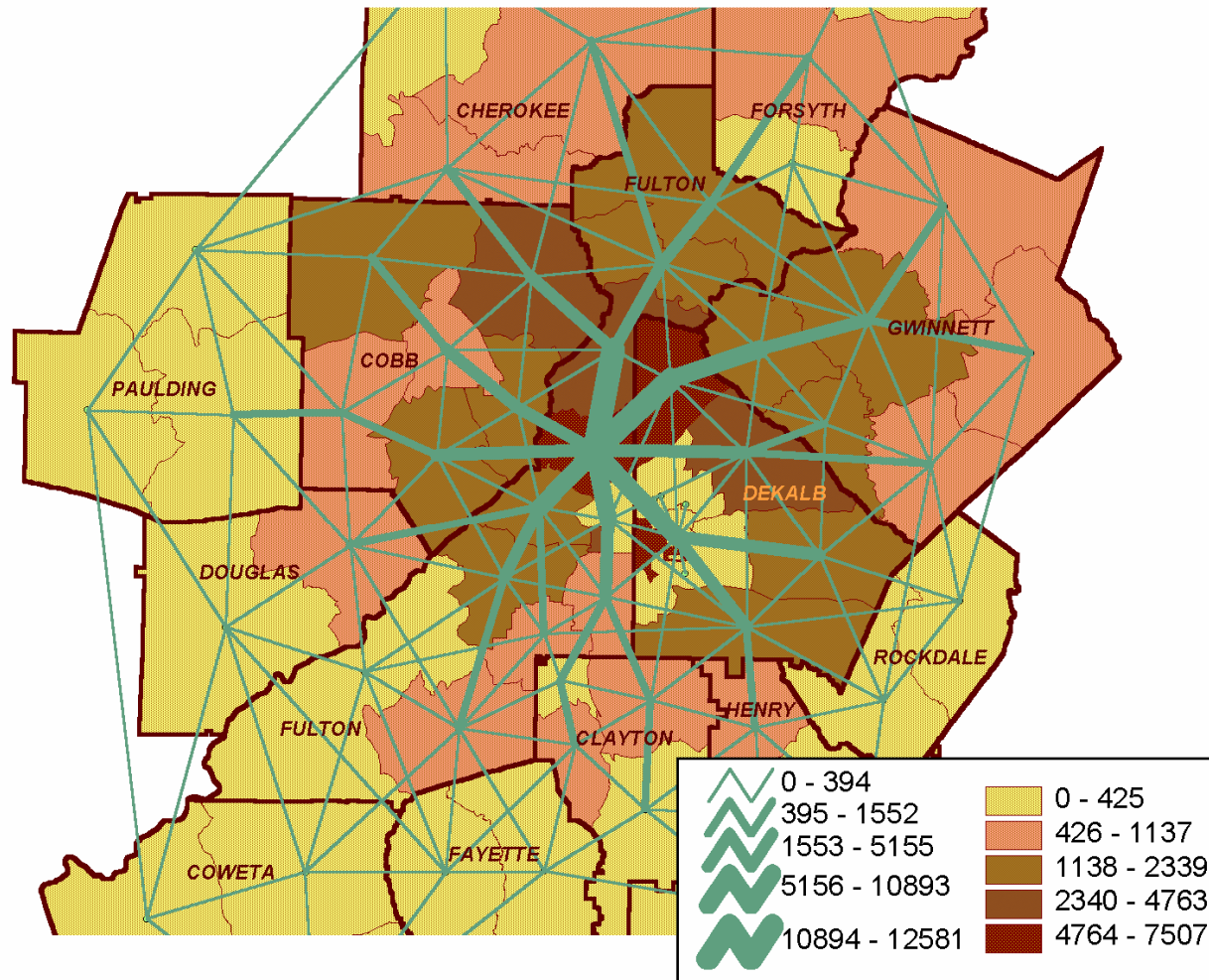
### TPB Projects

Candidate TPB projects that would serve the Buckhead area (including the Lindbergh area) are as follows:

- Beltline
- Gainesville Commuter Rail
- C Loop
- All MARTA north and south rail line extension projects
- Buford Highway Arterial BRT
- Peachtree Street Streetcar
- Lindbergh – Alpharetta Arterial BRT
- LaVista Road/Lawrenceville Arterial BRT



**Figure 3**  
**HBW Trips to/from Buckhead by Superdistrict**



County	Name	Buckhead	
Central Fulton	CBD Atlanta	2,531	
	NW Atlanta	1,411	
	NE Atlanta	0	
	SE Atlanta	1,071	
	SW Atlanta	1,326	
	Buckhead	7,507	
		13,846	21.86%
North Fulton	Sandy Springs	4,377	
	Roswell	1,693	
	N Fulton	1,446	
		7,516	11.87%
South Fulton	Shannon	472	
	Tri-Cities	596	
	S Fulton	312	
		1,380	2.18%
DeKalb	Atlanta-DeKalb	4,963	
	Decatur	0	
	Chamblee	6,258	
	NE DeKalb	3,026	
	NW DeKalb	0	
	SE DeKalb	1,513	
	SW DeKalb	0	
	S DeKalb	1,217	
		16,977	26.81%
Cobb	Marietta	662	
	NW Cobb	1,152	
	NE Cobb	2,524	
	Cumberland	2,080	
	S Cobb	1,451	
	SW Cobb	617	
		8,486	13.40%
Clayton	Airport	85	
	NE Clayton	681	
	Riverdale	562	
	S Clayton	418	
		1,746	2.76%
Gwinnett	Cent Gwinnett	1,601	
	N Gwinnett	906	
	E Gwinnett	445	
	Snellville	786	
	Lilburn	1,193	
	Norcross	2,261	
		7,192	11.36%
Rockdale	N Rockdale	199	
	S Rockdale	277	
		476	0.75%
Henry	N Henry	552	
	E Henry	232	
	S Henry	309	
		1,093	1.73%
Douglas	E Douglas	608	
	W Douglas	298	
		906	1.43%
Cherokee	Woodstock	855	
	E Cent Cherokee	560	
	N Cherokee	89	
		1,504	2.37%
Paulding	N Paulding	122	
	W Paulding	50	
	E Paulding	378	
		550	0.87%
Forsyth	S Forsyth	305	
	Cumming	556	
	N Forsyth	176	
		1,037	1.64%
Fayette	E Fayette	208	
	W Fayette	138	
		346	0.55%
Coweta	N Coweta	180	
	W Coweta	45	
	S Coweta	49	
		274	0.43%
<b>TOTAL</b>		<b>63,329</b>	

## Fulton Industrial Boulevard

### Travel Patterns

The ARC 2030 model indicates that 37,000 home-based work (HBW) trips are anticipated to be going to/coming from the Fulton Industrial Boulevard area. The distribution of those trips is as follows:

Geographic Area	Percent of Trips
North Fulton	1.5%
Central Fulton	17.3%
South Fulton	11.4%
DeKalb County	7.4%
Cobb County	21.2%
Cherokee County	1.3%
Forsyth County	0.2%
Gwinnett County	1.7%
Rockdale County	0.8%
Henry County	3.0%
Clayton County	5.0%
Coweta County	3.9%
Fayette County	3.1%
Douglas County	16.7%
Paulding County	5.7%

Over 65 percent of the Fulton Industrial work trips are coming from South and Central Fulton Counties, Cobb County and Douglas County. The travel shed area for Fulton Industrial Boulevard also appears to be smaller than the Atlanta CBD, Midtown and Buckhead travel sheds. Figure 4 illustrates the distribution of trips at the Superdistrict level, with travel desire lines shown to/from each Superdistrict.

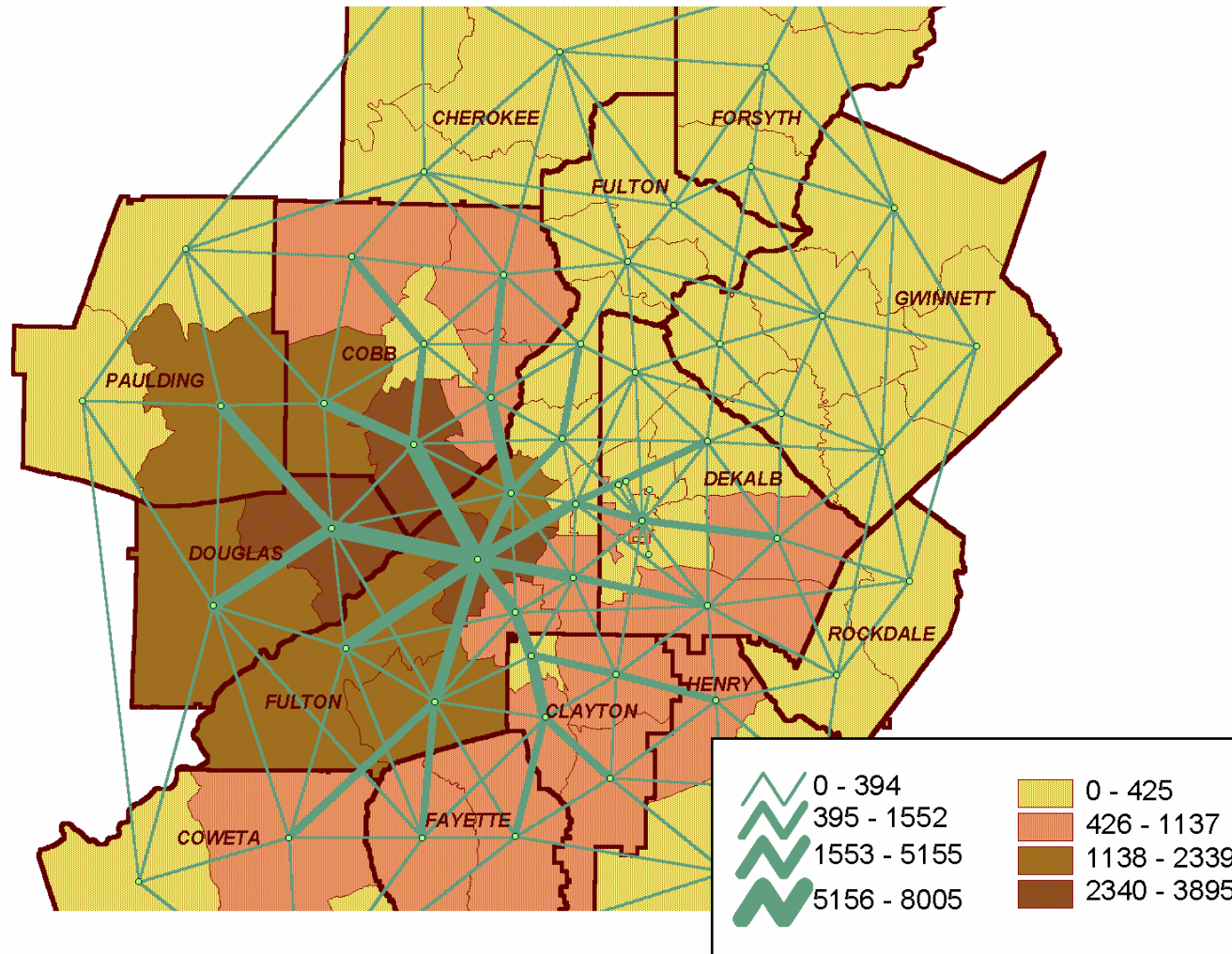
### TPB Projects

Candidate TPB projects that would directly serve the Fulton Industrial Boulevard area are as follows:

- MARTA west rail line extension
- I-20 West BRT
- Camp Creek Parkway Arterial BRT
- Cascade Road Arterial BRT
- Fulton Industrial Boulevard Arterial BRT



**Figure 4**  
**HBW Trips to/from Fulton Industrial Boulevard by Superdistrict**



County	Name	Fulton Ind
Central Fulton	CBD Atlanta	407
	NW Atlanta	1,216
	NE Atlanta	0
	SE Atlanta	771
	SW Atlanta	3,623
	Buckhead	385
		6,402 17.29%
North Fulton	Sandy Springs	322
	Roswell	125
	N Fulton	95
		542 1.46%
South Fulton	Shannon	1,245
	Tri-Cities	960
	S Fulton	2,028
		4,233 11.43%
DeKalb	Atlanta-DeKalb	1,002
	Decatur	0
	Chamblee	255
	NE DeKalb	330
	NW DeKalb	0
	SE DeKalb	522
	SW DeKalb	0
		615
		2,724 7.36%
Cobb	Marietta	383
	NW Cobb	852
	NE Cobb	617
	Cumberland	1,115
	S Cobb	3,528
	SW Cobb	1,352
		7,847 21.19%
Clayton	Airport	109
	NE Clayton	541
	Riverdale	716
	S Clayton	493
		1,859 5.02%
Gwinnett	Cent Gwinnett	103
	N Gwinnett	49
	E Gwinnett	50
	Snellville	150
	Lilburn	124
	Norcross	135
		611
		1.65%
Rockdale	N Rockdale	129
	S Rockdale	183
		312
		0.84%
Henry	N Henry	528
	E Henry	225
	S Henry	364
		1,117
		3.02%
Douglas	E Douglas	3,895
	W Douglas	2,271
		6,166
		16.65%
Cherokee	Woodstock	287
	E Cent Cherokee	143
	N Cherokee	40
		470
		1.27%
Paulding	N Paulding	253
	W Paulding	129
	E Paulding	1,710
		2,092
		5.65%
Forsyth	S Forsyth	15
	Cumming	32
	N Forsyth	13
		60
		0.16%
Fayette	E Fayette	570
	W Fayette	581
		1,151
		3.11%
Coweta	N Coweta	967
	W Coweta	312
	S Coweta	160
		1,439
		3.89%
<b>TOTAL</b>		<b>37,025</b>

# Atlanta Airport

## Travel Patterns

The ARC 2030 model indicates that 90,500 home-based work (HBW) trips are anticipated to be going to/coming from the Atlanta Airport area. The distribution of those trips is as follows:

Geographic Area	Percent of Trips
North Fulton	0.7%
Central Fulton	11.2%
South Fulton	17.6%
DeKalb County	12.1%
Cobb County	4.3%
Cherokee County	0.4%
Forsyth County	0.1%
Gwinnett County	2.2%
Rockdale County	1.9%
Henry County	11.7%
Clayton County	19.9%
Coweta County	5.7%
Fayette County	7.5%
Douglas County	3.8%
Paulding County	0.9%

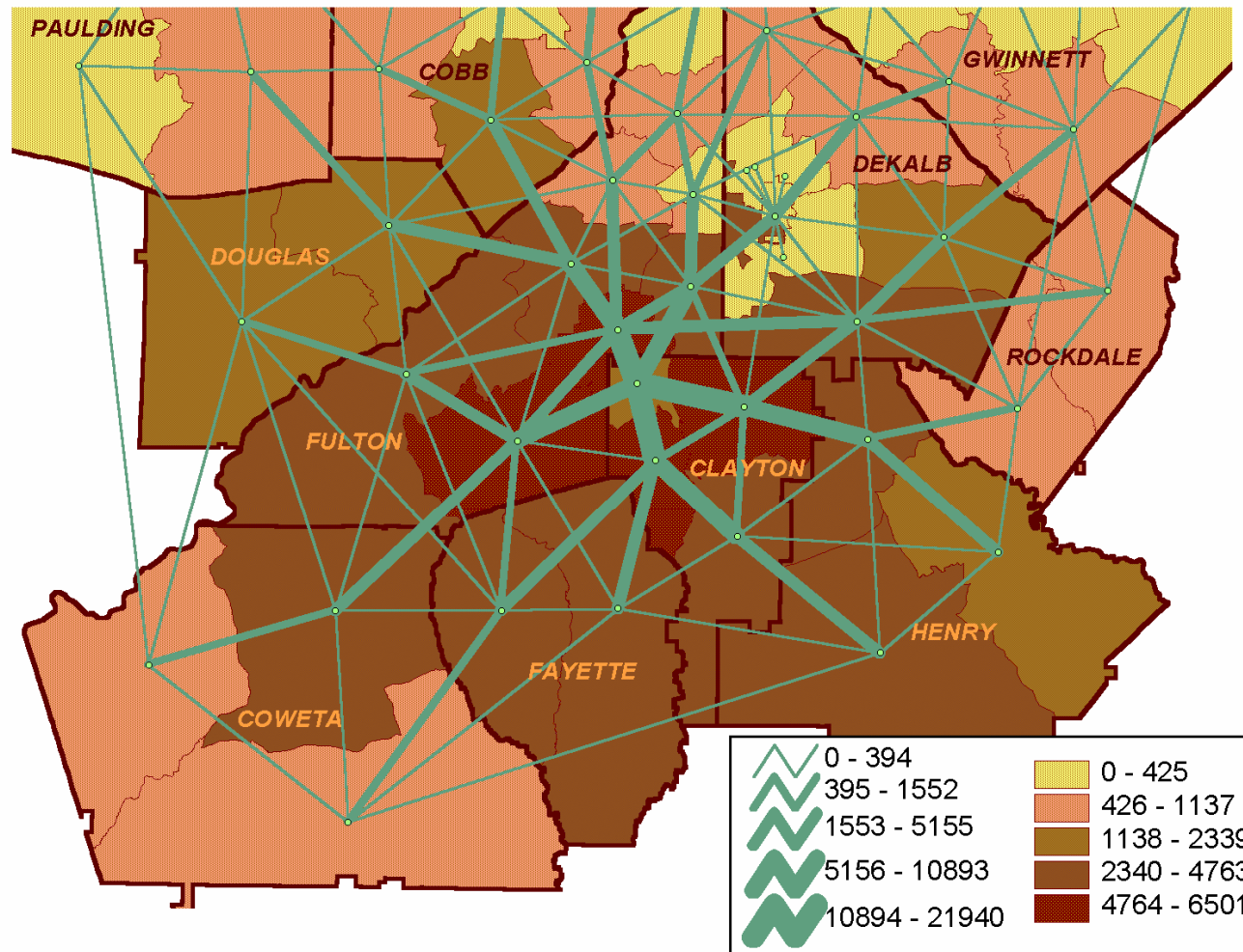
Over 70 percent of these work trips are coming from Central and South Fulton Counties, Clayton County, Henry County and DeKalb County. Figure 5 illustrates the distribution of trips at the Superdistrict level, with travel desire lines shown to/from each Superdistrict.

## TPB Projects

Candidate TPB projects that would serve the Atlanta Airport area are as follows:

- MARTA south rail line extension
- Senoia Commuter Rail
- I-75 South BRT
- I-285 West and East side BRT
- Tara Boulevard Arterial BRT
- Camp Creek Parkway Arterial BRT
- Airport Loop Arterial BRT

**Figure 5**  
**HBW Trips to/from Atlanta Airport Area by Superdistrict**



County	Name	Airport
Central Fulton	CBD Atlanta	866
	NW Atlanta	913
	NE Atlanta	0
	SE Atlanta	3,563
	SW Atlanta	4,170
	Buckhead	660
		10,172 11.24%
North Fulton	Sandy Springs	366
	Roswell	145
	N Fulton	137
		648 0.72%
South Fulton	Shannon	6,378
	Tri-Cities	6,463
	S Fulton	3,057
		15,898 17.57%
DeKalb	Atlanta-DeKalb	3,110
	Decatur	0
	Chamblee	501
	NE DeKalb	1,137
	NW DeKalb	0
	SE DeKalb	2,339
	SW DeKalb	0
	S DeKalb	3,832
		10,919 12.06%
Cobb	Marietta	258
	NW Cobb	408
	NE Cobb	425
	Cumberland	763
	S Cobb	1,426
	SW Cobb	644
		3,924 4.34%
Clayton	Airport	1,386
	NE Clayton	5,729
	Riverdale	6,501
	S Clayton	4,377
		17,993 19.88%
Gwinnett	Cent Gwinnett	285
	N Gwinnett	109
	E Gwinnett	146
	Snellville	606
	Lilburn	479
	Norcross	319
		1,944 2.15%
Rockdale	N Rockdale	563
	S Rockdale	1,134
		1,697 1.87%
Henry	N Henry	4,763
	E Henry	2,276
	S Henry	3,550
		10,589 11.70%
Douglas	E Douglas	2,033
	W Douglas	1,428
		3,461 3.82%
Cherokee	Woodstock	206
	E Cent Cherokee	96
	N Cherokee	44
		346 0.38%
Paulding	N Paulding	120
	W Paulding	57
	E Paulding	661
		838 0.93%
Forsyth	S Forsyth	22
	Cumming	38
	N Forsyth	33
		93 0.10%
Fayette	E Fayette	3,975
	W Fayette	2,852
		6,827 7.54%
Coweta	N Coweta	3,633
	W Coweta	763
	S Coweta	763
		5,159 5.70%
<b>TOTAL</b>		<b>90,508</b>

## Southlake Mall Area

### Travel Patterns

The ARC 2030 model indicates that 22,800 home-based work (HBW) trips are anticipated to be going to/coming from the Southlake Mall area (the smallest of the 12 activity centers that have been analyzed). The distribution of those trips is as follows:

Geographic Area	Percent of Trips
North Fulton	0.3%
Central Fulton	4.3%
South Fulton	5.6%
DeKalb County	8.4%
Cobb County	1.5%
Cherokee County	0.2%
Forsyth County	0.1%
Gwinnett County	1.4%
Rockdale County	2.7%
Henry County	29.9%
Clayton County	34.2%
Coweta County	2.7%
Fayette County	7.2%
Douglas County	1.2%
Paulding County	0.3%

Over 64 percent of the Southlake Mall area work trips are coming from Henry and Clayton Counties. The Southlake travel shed appears to be much smaller than other activity center areas, such as the Atlanta CBD and the Atlanta Airport area. Figure 6 illustrates the distribution of trips at the Superdistrict level, with travel desire lines shown to/from each Superdistrict.

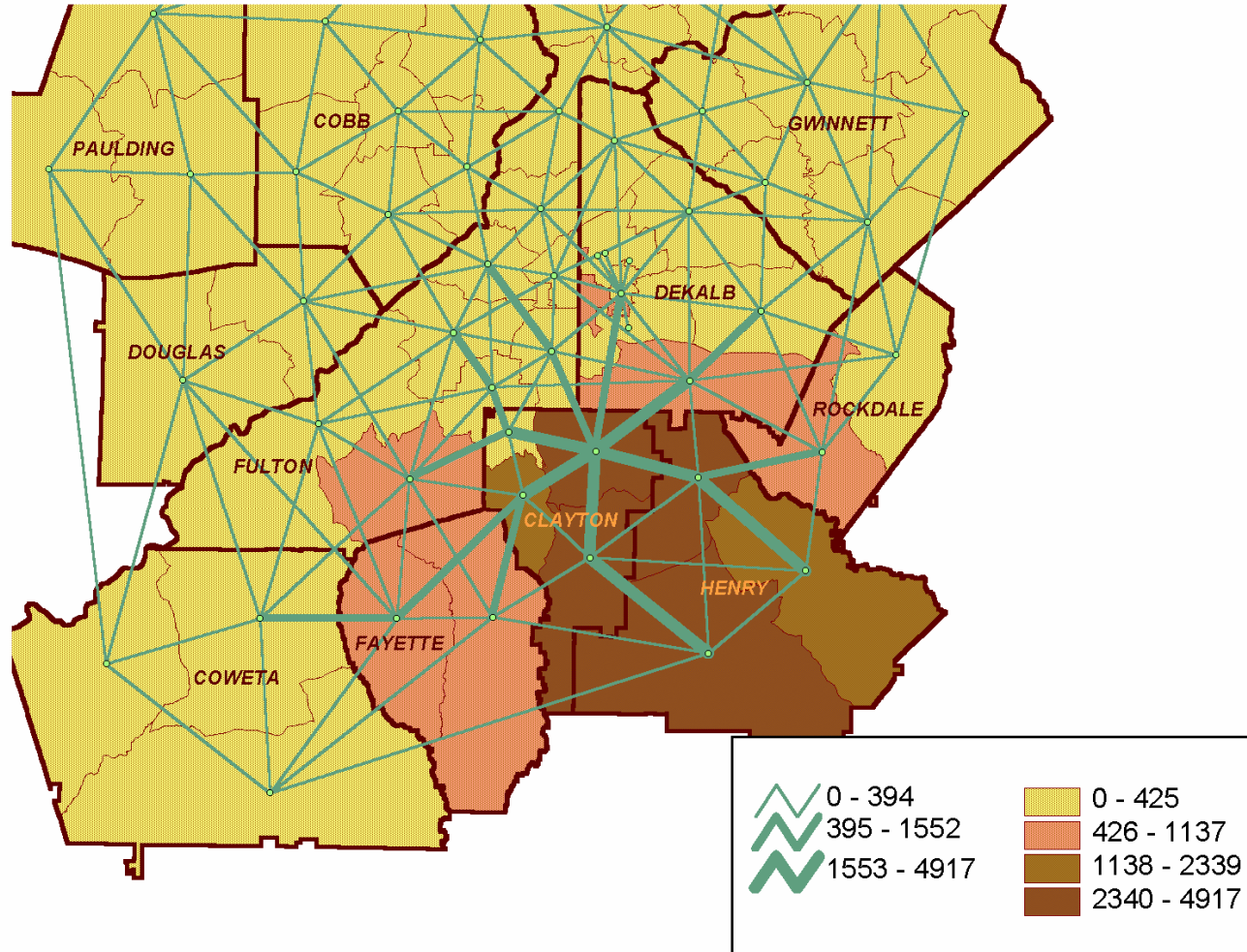
### TPB Projects

Candidate TPB projects that would serve the Southlake Mall area are as follows:

- I-75 South BRT
- MARTA southeast rail branch



**Figure 6**  
**HBW Trips to/from Southlake Mall Area by Superdistrict**



County	Name	Southlake	
Central Fulton	CBD Atlanta	113	
	NW Atlanta	88	
	NE Atlanta	0	
	SE Atlanta	391	
	SW Atlanta	326	
	Buckhead	67	
		985	4.33%
North Fulton	Sandy Springs	31	
	Roswell	18	
	N Fulton	19	
		68	0.30%
South Fulton	Shannon	612	
	Tri-Cities	410	
	S Fulton	252	
		1,274	5.60%
DeKalb	Atlanta-DeKalb	486	
	Decatur	0	
	Chamblee	59	
	NE DeKalb	184	
	NW DeKalb	0	
	SE DeKalb	379	
	SW DeKalb	0	
	S DeKalb	798	
		1,906	8.37%
Cobb	Marietta	21	
	NW Cobb	34	
	NE Cobb	37	
	Cumberland	71	
	S Cobb	120	
	SW Cobb	60	
		343	1.51%
Clayton	Airport	150	
	NE Clayton	2,925	
	Riverdale	2,244	
	S Clayton	2,459	
		7,778	34.17%
Gwinnett	Cent Gwinnett	44	
	N Gwinnett	17	
	E Gwinnett	22	
	Snellville	109	
	Lilburn	82	
	Norcross	52	
		326	1.43%
Rockdale	N Rockdale	158	
	S Rockdale	457	
		615	2.70%
Henry	N Henry	2,847	
	E Henry	1,613	
	S Henry	2,356	
		6,816	29.94%
Douglas	E Douglas	165	
	W Douglas	113	
		278	1.22%
Cherokee	Woodstock	23	
	E Cent Cherokee	6	
	N Cherokee	7	
		36	0.16%
Paulding	N Paulding	9	
	W Paulding	2	
	E Paulding	59	
		70	0.31%
Forsyth	S Forsyth	7	
	Cumming	3	
	N Forsyth	3	
		13	0.06%
Fayette	E Fayette	1,102	
	W Fayette	532	
		1,634	7.18%
Coweta	N Coweta	394	
	W Coweta	67	
	S Coweta	159	
		620	2.72%
<b>TOTAL</b>		<b>22,762</b>	

## **Gwinnett Place/Discover Mills Area**

### **Travel Patterns**

The ARC 2030 model indicates that 51,800 home-based work (HBW) trips are anticipated to be going to/coming from the Gwinnett Place/Discover Mills Mall area. The distribution of those trips is as follows:

<b>Geographic Area</b>	<b>Percent of Trips</b>
North Fulton	4.6%
Central Fulton	1.6%
South Fulton	0.2%
DeKalb County	8.5%
Cobb County	1.4%
Cherokee County	0.5%
Forsyth County	2.6%
Gwinnett County	78.9%
Rockdale County	0.7%
Henry County	0.4%
Clayton County	0.2%
Coweta County	0.1%
Fayette County	0.0%
Douglas County	0.2%
Paulding County	0.1%

As the above table indicates, over ¾'s of this activity center's work trips are coming from Gwinnett County. Thus, this travel shed is much smaller than other activity centers, such as downtown and Midtown Atlanta. Figure 7 illustrates the distribution of trips at the Superdistrict level, with travel desire lines shown to/from each Superdistrict.

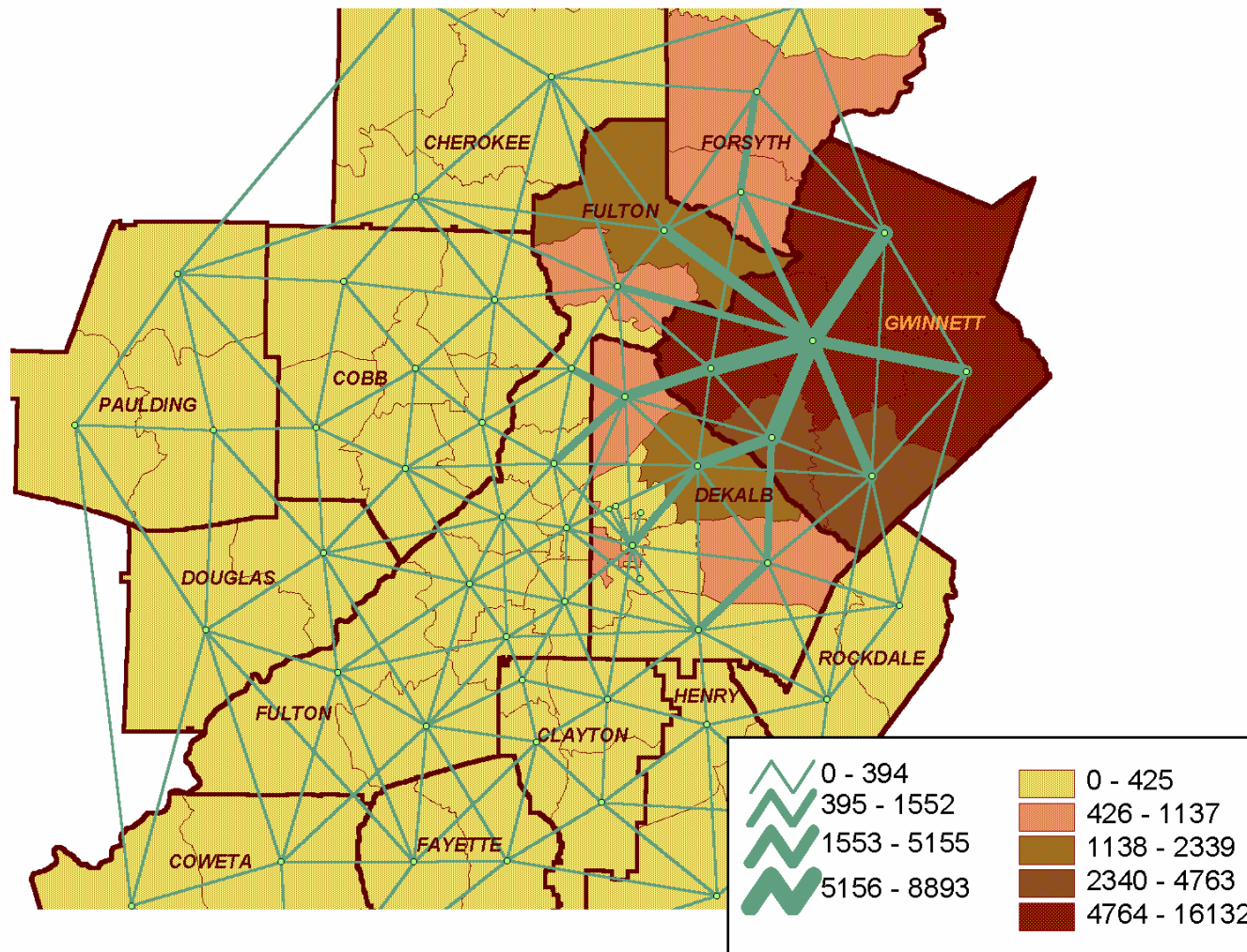
### **TPB Projects**

Candidate TPB projects that would serve the Gwinnett Place Mall/Discover Mills Mall area are as follows:

- MARTA Northeast rail extension
- I-85 Northeast BRT
- Buford Highway Arterial BRT
- SR 120 Arterial BRT
- LaVista Road/Lawrenceville Arterial BRT



**Figure 7**  
**HBW Trips to/from Gwinnett Place Mall Area by Superdistrict**



County	Name	Gwinnett Place	
Central Fulton	CBD Atlanta	222	1.63%
	NW Atlanta	108	
	NE Atlanta	0	
	SE Atlanta	95	
	SW Atlanta	125	
	Buckhead	294	
North Fulton	Sandy Springs	376	4.56%
	Roswell	568	
	N Fulton	1,418	
		2,362	
South Fulton	Shannon	21	0.18%
	Tri-Cities	61	
	S Fulton	12	
		94	
DeKalb	Atlanta-DeKalb	863	8.48%
	Decatur	0	
	Chamblee	877	
	NE DeKalb	1,507	
	NW DeKalb	0	
	SE DeKalb	804	
	SW DeKalb	0	
	S DeKalb	343	
Cobb	Marietta	53	1.37%
	NW Cobb	80	
	NE Cobb	250	
	Cumberland	192	
	S Cobb	100	
	SW Cobb	36	
Clayton	Airport	7	0.24%
	NE Clayton	58	
	Riverdale	33	
	S Clayton	28	
Gwinnett		126	78.93%
	Cent Gwinnett	16,132	
	N Gwinnett	8,893	
	E Gwinnett	4,780	
	Snellville	3,238	
	Lilburn	2,811	
	Norcross	5,039	
		40,893	
Rockdale	N Rockdale	231	0.70%
	S Rockdale	132	
		363	
Henry	N Henry	100	0.43%
	E Henry	67	
	S Henry	57	
		224	
Douglas	E Douglas	36	0.14%
	W Douglas	35	
		71	
Cherokee	Woodstock	103	0.54%
	E Cent Cherokee	145	
	N Cherokee	33	
		281	
Paulding	N Paulding	11	0.11%
	W Paulding	9	
	E Paulding	37	
		57	
Forsyth	S Forsyth	647	2.58%
	Cumming	548	
	N Forsyth	139	
Fayette		1,335	0.04%
	E Fayette	16	
	W Fayette	5	
		21	
Coweta	N Coweta	15	0.06%
	W Coweta	6	
	S Coweta	11	
		32	
<b>TOTAL</b>		<b>51,808</b>	

## Peachtree Corners Area

### Travel Patterns

The ARC 2030 model indicates that 41,100 home-based work (HBW) trips are anticipated to be going to/coming from the Peachtree Corners area. The distribution of those trips is as follows:

Geographic Area	Percent of Trips
North Fulton	13.6%
Central Fulton	3.4%
South Fulton	0.4%
DeKalb County	21.6%
Cobb County	5.1%
Cherokee County	1.9%
Forsyth County	3.5%
Gwinnett County	47.6%
Rockdale County	0.8%
Henry County	0.8%
Clayton County	0.6%
Coweta County	0.1%
Fayette County	0.1%
Douglas County	0.3%
Paulding County	0.3%

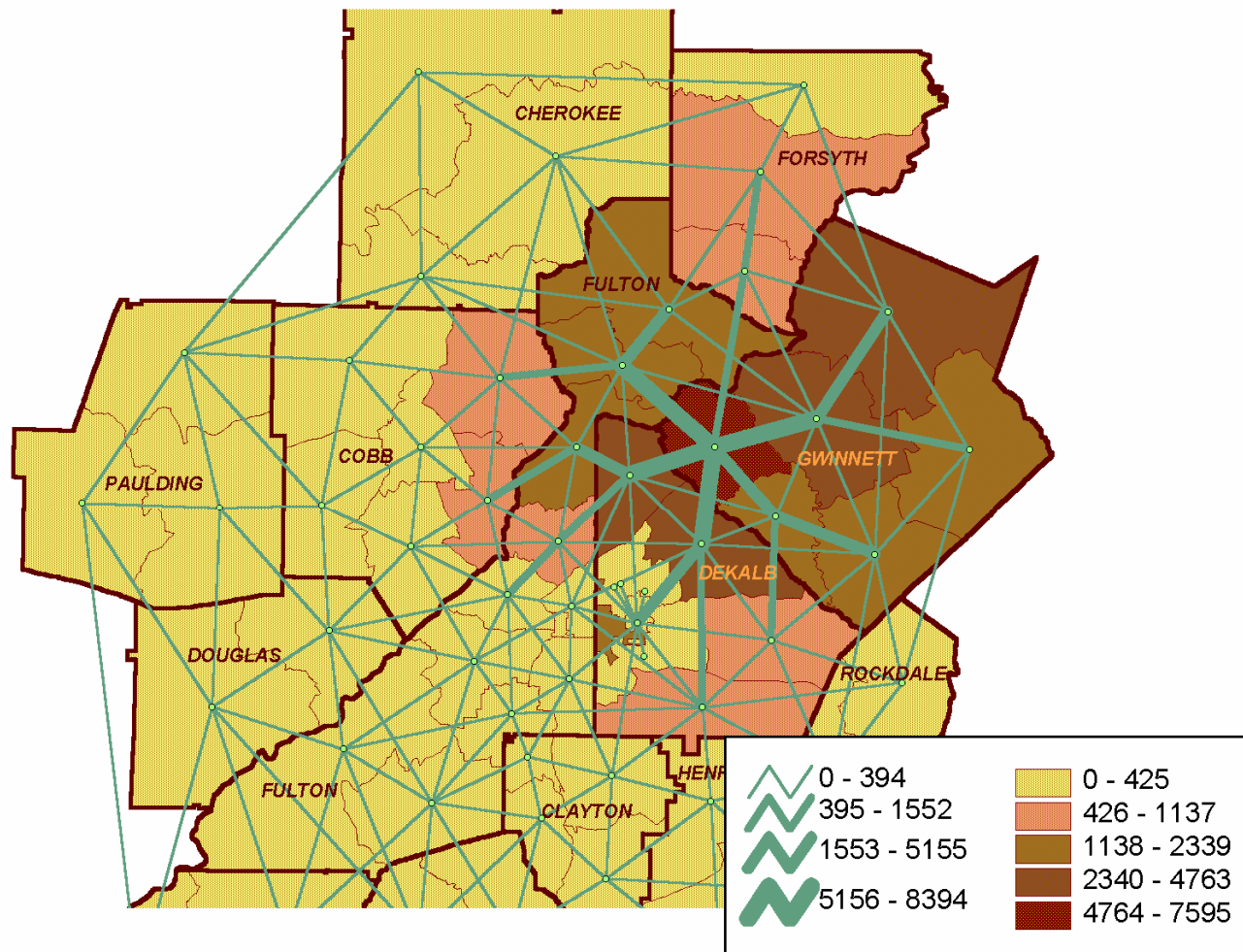
Over 82 percent of this activity center's work trips are coming from Gwinnett County, DeKalb County and North Fulton County. Figure 8 illustrates the distribution of trips at the Superdistrict level, with travel desire lines shown to/from each Superdistrict.

### TPB Projects

Candidate TPB projects that would serve the Peachtree Corners area are as follows:

- Gainesville commuter rail
- MARTA Northeast commuter rail extension
- Buford Highway Arterial BRT
- SR 92/SR 140 Arterial BRT

**Figure 8**  
**HBW Trips to/from Peachtree Corners Area by Superdistrict**



County	Name	Peachtree Corners	
Central Fulton	CBD Atlanta	285	
	NW Atlanta	181	
	NE Atlanta	0	
	SE Atlanta	155	
	SW Atlanta	176	
	Buckhead	585	
		1,382	3.36%
North Fulton	Sandy Springs	1,509	
	Roswell	1,907	
	N Fulton	2,184	
		5,600	13.63%
South Fulton	Shannon	40	
	Tri-Cities	99	
	S Fulton	31	
		170	0.41%
DeKalb	Atlanta-DeKalb	1,450	
	Decatur	0	
	Chamblee	3,306	
	NE DeKalb	2,509	
	NW DeKalb	0	
	SE DeKalb	1,067	
	SW DeKalb	0	
	S DeKalb	527	
		8,859	21.56%
Cobb	Marietta	158	
	NW Cobb	270	
	NE Cobb	800	
	Cumberland	478	
	S Cobb	280	
		124	
		2,110	5.13%
Clayton	Airport	11	
	NE Clayton	110	
	Riverdale	55	
	S Clayton	59	
		235	0.57%
Gwinnett	Cent Gwinnett	4,188	
	N Gwinnett	2,833	
	E Gwinnett	1,373	
	Snelville	1,430	
	Lilburn	2,128	
	Norcross	7,595	
		19,547	47.57%
Rockdale	N Rockdale	151	
	S Rockdale	176	
		327	0.80%
Henry	N Henry	159	
	E Henry	86	
	S Henry	87	
		332	0.81%
Douglas	E Douglas	74	
	W Douglas	57	
		131	0.32%
Cherokee	Woodstock	375	
	E Cent Cherokee	332	
	N Cherokee	54	
		761	1.85%
Paulding	N Paulding	26	
	W Paulding	20	
	E Paulding	73	
		119	0.29%
Forsyth	S Forsyth	685	
	Cumming	586	
	N Forsyth	160	
		1,431	3.48%
Fayette	E Fayette	28	
	W Fayette	14	
		42	0.10%
Coweta	N Coweta	23	
	W Coweta	11	
	S Coweta	14	
		48	0.12%
TOTAL		41,094	

## Perimeter Center Area

### Travel Patterns

The ARC 2030 model indicates that 88,500 home-based work (HBW) trips are anticipated to be going to/coming from the Perimeter Center area. The distribution of those trips is as follows:

Geographic Area	Percent of Trips
North Fulton	20.6%
Central Fulton	9.1%
South Fulton	1.2%
DeKalb County	25.6%
Cobb County	16.6%
Cherokee County	3.5%
Forsyth County	2.8%
Gwinnett County	15.5%
Rockdale County	0.6%
Henry County	0.9%
Clayton County	1.1%
Coweta County	0.2%
Fayette County	0.3%
Douglas County	1.0%
Paulding County	0.9%

Work travel to and from the Perimeter Center area includes large numbers of trips (nearly 80 percent) coming from North Fulton, DeKalb, Cobb and Gwinnett Counties. Figure 9 illustrates the distribution of trips at the Superdistrict level, with travel desire lines shown to/from each Superdistrict.

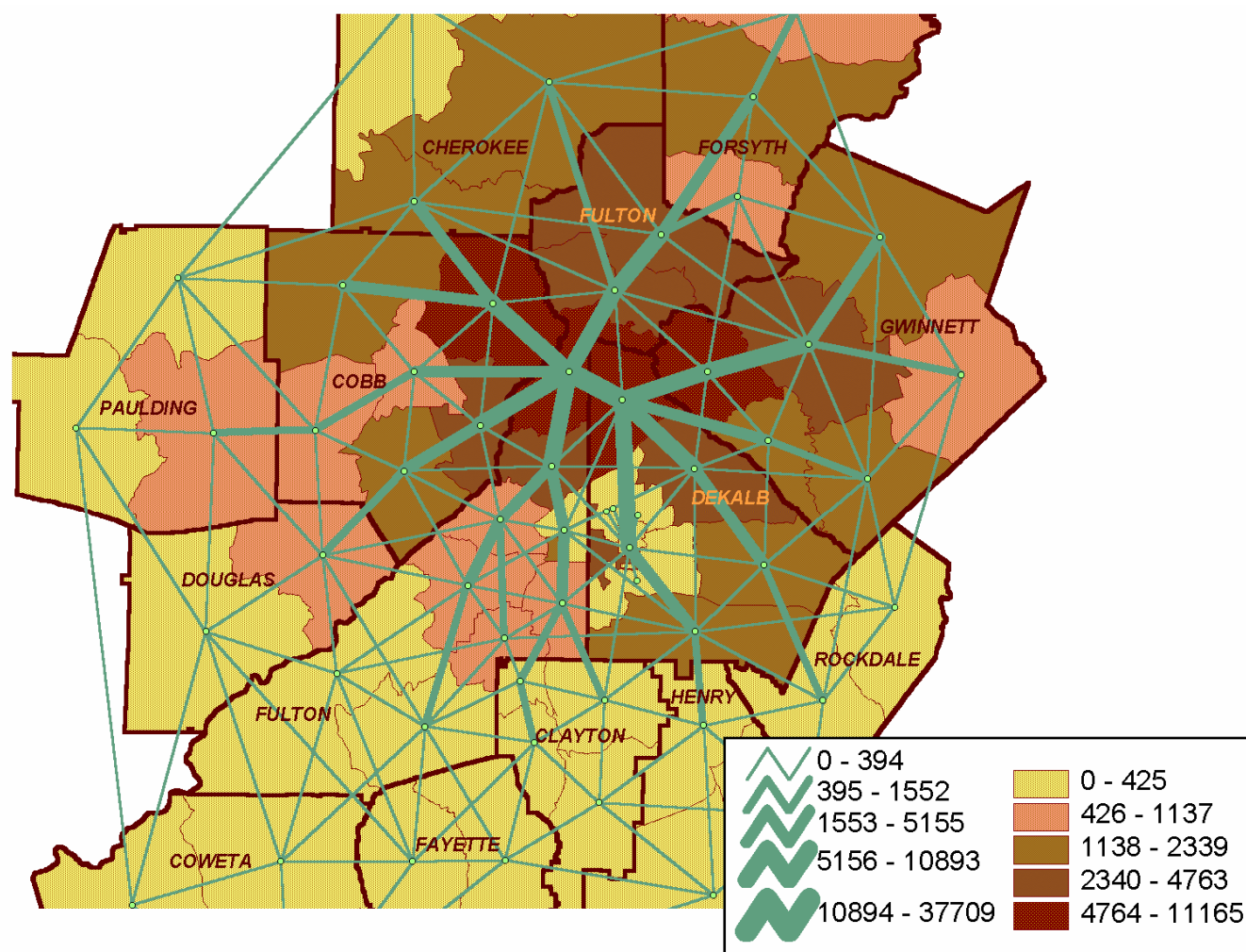
### TPB Projects

Candidate TPB projects that would serve the Perimeter Center area are as follows:

- GA 400 BRT
- I-285 BRT
- Johnson Ferry Road Arterial BRT



**Figure 9**  
**HBW Trips to/from Perimeter Center Area by Superdistrict**



County	Name	Perimeter	
Central Fulton	CBD Atlanta	1,339	
	NW Atlanta	1,005	
	NE Atlanta	0	
	SE Atlanta	683	
	SW Atlanta	1,086	
	Buckhead	3,948	
		8,061	9.11%
North Fulton	Sandy Springs	11,165	
	Roswell	3,784	
	N Fulton	3,289	
		18,238	20.61%
South Fulton	Shannon	328	
	Tri-Cities	483	
	S Fulton	239	
		1,050	1.19%
DeKalb	Atlanta-DeKalb	4,167	
	Decatur	0	
	Chamblee	10,789	
	NE DeKalb	4,565	
	NW DeKalb	0	
	SE DeKalb	1,935	
	SW DeKalb	0	
	S DeKalb	1,230	
		22,686	25.64%
Cobb	Marietta	1,095	
	NW Cobb	1,910	
	NE Cobb	5,607	
	Cumberland	3,303	
	S Cobb	1,903	
	SW Cobb	908	
		14,726	16.64%
Clayton	Airport	63	
	NE Clayton	404	
	Riverdale	310	
	S Clayton	214	
		991	1.12%
Gwinnett	Cent Gwinnett	3,075	
	N Gwinnett	1,822	
	E Gwinnett	841	
	Snellville	1,144	
	Lilburn	2,056	
	Norcross	4,781	
		13,719	15.50%
Rockdale	N Rockdale	207	
	S Rockdale	279	
		486	0.55%
Henry	N Henry	345	
	E Henry	214	
	S Henry	259	
		818	0.92%
Douglas	E Douglas	531	
	W Douglas	317	
		848	0.96%
Cherokee	Woodstock	1,777	
	E Cent Cherokee	1,151	
	N Cherokee	173	
		3,101	3.50%
Paulding	N Paulding	191	
	W Paulding	80	
	E Paulding	543	
		814	0.92%
Forsyth	S Forsyth	718	
	Cumming	1,338	
	N Forsyth	457	
		2,513	2.84%
Fayette	E Fayette	128	
	W Fayette	98	
		226	0.26%
Coweta	N Coweta	108	
	W Coweta	44	
	S Coweta	53	
		205	0.23%
<b>TOTAL</b>		<b>88,482</b>	

## Cumberland/Galleria Area

### Travel Patterns

The ARC 2030 model indicates that 58,500 home-based work (HBW) trips are anticipated to be going to/coming from the Perimeter Center area. The distribution of those trips is as follows:

Geographic Area	Percent of Trips
North Fulton	7.3%
Central Fulton	11.6%
South Fulton	2.5%
DeKalb County	8.2%
Cobb County	47.0%
Cherokee County	6.9%
Forsyth County	0.9%
Gwinnett County	3.9%
Rockdale County	0.4%
Henry County	0.9%
Clayton County	1.8%
Coweta County	0.5%
Fayette County	0.7%
Douglas County	3.8%
Paulding County	3.6%

Almost ½ of this activity center's trips are coming from Cobb County. Figure 10 illustrates the distribution of trips at the Superdistrict level, with travel desire lines shown to/from each Superdistrict.

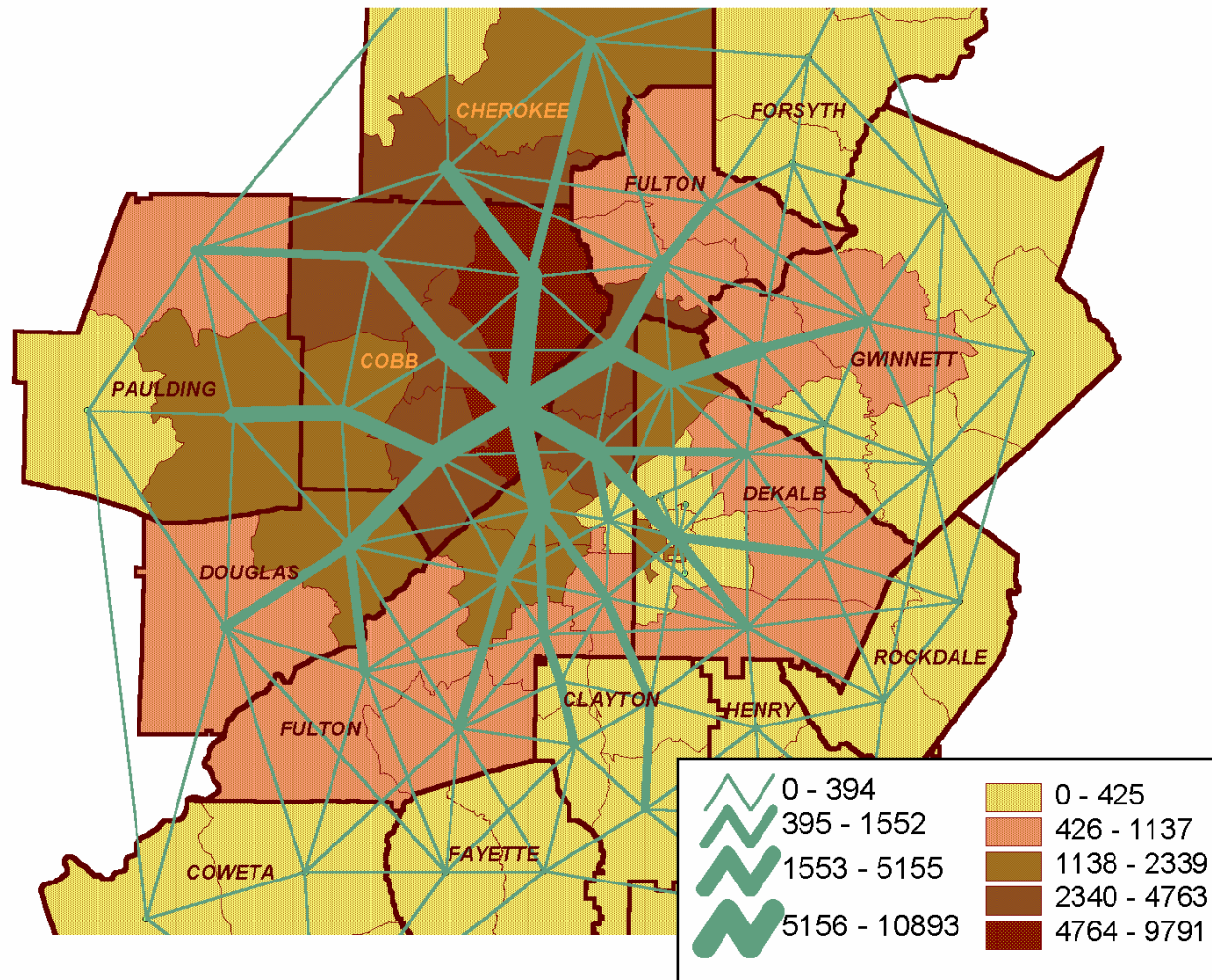
### TPB Projects

Candidate TPB projects that would serve the Cumberland/Galleria area are as follows:

- I-75 North BRT
- I-285 BRT
- Canton commuter rail
- I-285 West BRT
- MARTA Northwest rail line
- Northwest Corridor / Cobb Parkway Arterial BRT
- Atlanta Road / Marietta Blvd. Arterial BRT



**Figure 10**  
**HBW Trips to/from Cumberland/Galleria Area by Superdistrict**



County	Name	Cumberland
Central Fulton	CBD Atlanta	910
	NW Atlanta	1,422
	NE Atlanta	0
	SE Atlanta	532
	SW Atlanta	1,435
	Buckhead	2,507
		6,806 11.63%
North Fulton	Sandy Springs	2,497
	Roswell	950
	N Fulton	829
		4,276 7.31%
South Fulton	Shannon	492
	Tri-Cities	473
	S Fulton	496
		1,461 2.50%
DeKalb	Atlanta-DeKalb	1,426
	Decatur	0
	Chamblee	1,515
	NE DeKalb	804
	NW DeKalb	0
	SE DeKalb	499
	SW DeKalb	0
		554
		4,798 8.20%
Cobb	Marietta	2,414
	NW Cobb	4,149
	NE Cobb	4,994
	Cumberland	9,791
	S Cobb	4,081
		2,100
		27,529 47.04%
Clayton	Airport	63
	NE Clayton	361
	Riverdale	404
	S Clayton	256
		1,084 1.85%
Gwinnett	Cent Gwinnett	535
	N Gwinnett	277
	E Gwinnett	137
	Snellville	179
	Lilburn	353
	Norcross	771
		2,252 3.85%
Rockdale	N Rockdale	92
	S Rockdale	120
		212 0.36%
Henry	N Henry	259
	E Henry	101
	S Henry	165
		525 0.90%
Douglas	E Douglas	1,545
	W Douglas	677
		2,222 3.80%
Cherokee	Woodstock	2,479
	E Cent Cherokee	1,265
	N Cherokee	317
		4,061 6.94%
Paulding	N Paulding	430
	W Paulding	128
	E Paulding	1,518
		2,076 3.55%
Forsyth	S Forsyth	141
	Cumming	280
	N Forsyth	86
		507 0.87%
Fayette	E Fayette	221
	W Fayette	179
		400 0.68%
Coweta	N Coweta	213
	W Coweta	50
	S Coweta	47
		310 0.53%
<b>TOTAL</b>		<b>58,519</b>

## Town Center Mall Area

### Travel Patterns

The ARC 2030 model indicates that 31,800 home-based work (HBW) trips are anticipated to be going to/coming from the Town Center area. The distribution of those trips is as follows:

Geographic Area	Percent of Trips
North Fulton	3.2%
Central Fulton	2.1%
South Fulton	0.4%
DeKalb County	1.8%
Cobb County	57.4%
Cherokee County	24.1%
Forsyth County	0.7%
Gwinnett County	0.8%
Rockdale County	0.0%
Henry County	0.2%
Clayton County	0.3%
Coweta County	0.1%
Fayette County	0.1%
Douglas County	1.0%
Paulding County	7.9%

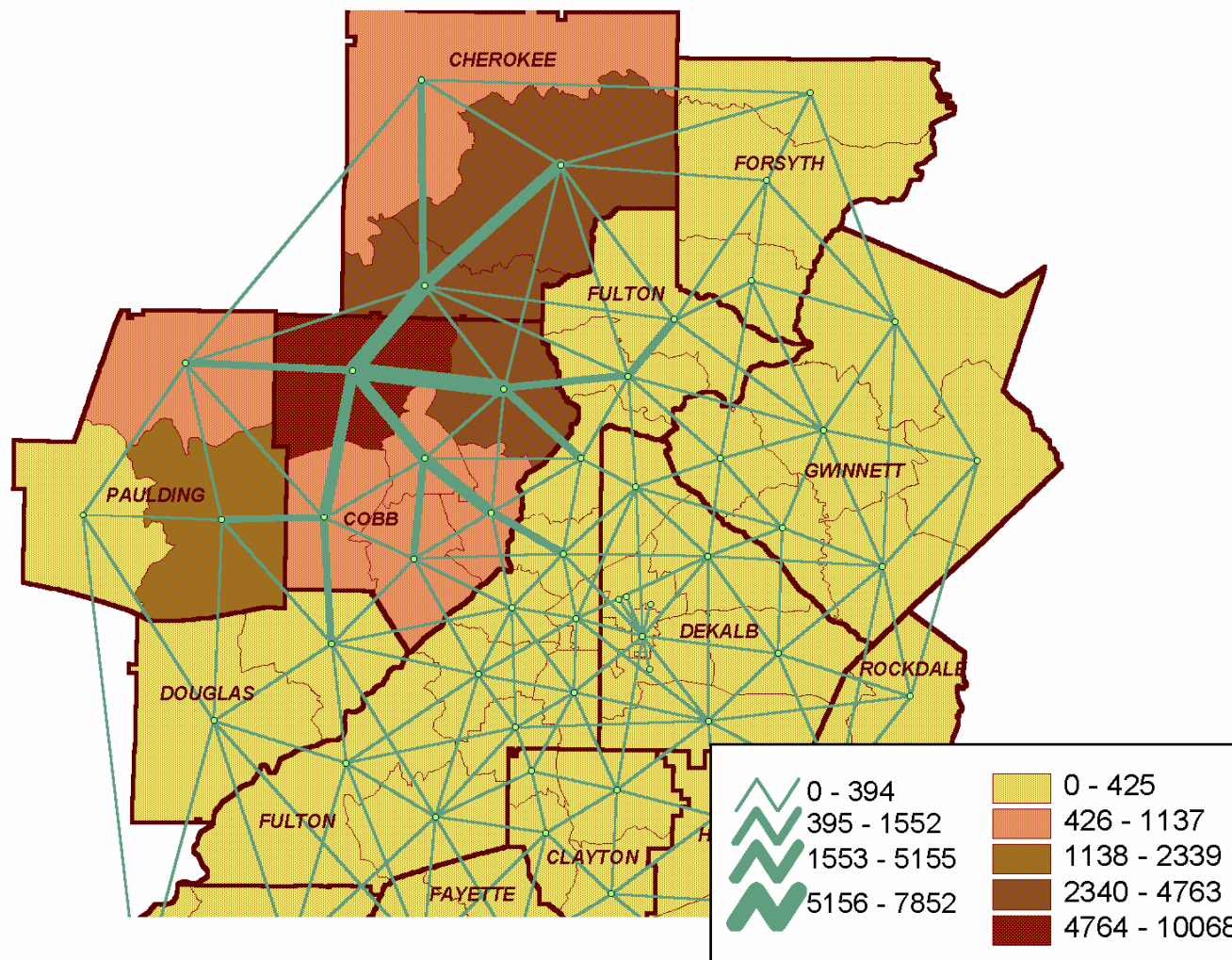
Over 80 percent of this activity center's trips are coming from Cobb and Cherokee Counties. The Town Center Mall's travel shed appears to be much smaller in size than many of the other activity centers, such as the Atlanta CBD, Perimeter Center and Cumberland/Galleria. Figure 11 illustrates the distribution of trips at the Superdistrict level, with travel desire lines shown to/from each Superdistrict.

### TPB Projects

Candidate TPB projects that would serve the Town Center Mall area are as follows:

- Canton commuter rail
- I-75 North BRT

**Figure 11**  
**HBW Trips to/from Town Center Area by Superdistrict**



County	Name	Town Center	
Central Fulton	CBD Atlanta	122	
	NW Atlanta	122	
	NE Atlanta	0	
	SE Atlanta	71	
	SW Atlanta	144	
	Buckhead	195	2.06%
North Fulton	Sandy Springs	236	
	Roswell	391	
	N Fulton	392	
		1,019	3.20%
South Fulton	Shannon	40	
	Tri-Cities	58	
	S Fulton	37	
		135	0.42%
DeKalb	Atlanta-DeKalb	194	
	Decatur	0	
	Chamblee	158	
	NE DeKalb	111	
	NW DeKalb	0	
	SE DeKalb	48	
	SW DeKalb	0	
	S DeKalb	50	1.76%
Cobb	Marietta	1,118	
	NW Cobb	10,068	
	NE Cobb	4,311	
	Cumberland	1,054	
	S Cobb	633	
	SW Cobb	1,078	57.40%
Clayton	Airport	8	
	NE Clayton	27	
	Riverdale	30	
	S Clayton	18	0.26%
Gwinnett	Cent Gwinnett	62	
	N Gwinnett	19	
	E Gwinnett	13	
	Snellville	14	
	Lilburn	50	
	Norcross	102	
		260	0.82%
Rockdale	N Rockdale	9	
	S Rockdale	8	0.05%
Henry	N Henry	20	
	E Henry	15	
	S Henry	16	
		51	0.16%
Douglas	E Douglas	247	
	W Douglas	78	
		325	1.02%
Cherokee	Woodstock	4,418	
	E Cent Cherokee	2,363	
	N Cherokee	870	
		7,651	24.05%
Paulding	N Paulding	1,079	
	W Paulding	186	
	E Paulding	1,259	
		2,524	7.93%
Forsyth	S Forsyth	32	
	Cumming	139	
	N Forsyth	62	0.73%
Fayette	E Fayette	10	
	W Fayette	6	
		16	0.05%
Coweta	N Coweta	15	
	W Coweta	4	
	S Coweta	3	
		22	0.07%
TOTAL		31,813	

## Northpoint Mall Area

### Travel Patterns

The ARC 2030 model indicates that 39,100 home-based work (HBW) trips are anticipated to be going to/coming from the Northpoint Mall area. The distribution of those trips is as follows:

Geographic Area	Percent of Trips
North Fulton	41.5%
Central Fulton	2.3%
South Fulton	0.2%
DeKalb County	5.1%
Cobb County	9.3%
Cherokee County	10.8%
Forsyth County	18.9%
Gwinnett County	10.6%
Rockdale County	0.1%
Henry County	0.3%
Clayton County	0.2%
Coweta County	0.2%
Fayette County	0.1%
Douglas County	0.3%
Paulding County	0.4%

Over 80 percent of this area's work trips are coming from North Fulton County, Cherokee County, Forsyth County and Gwinnett County. Figure 12 illustrates the distribution of trips at the Superdistrict level, with travel desire lines shown to/from each Superdistrict.

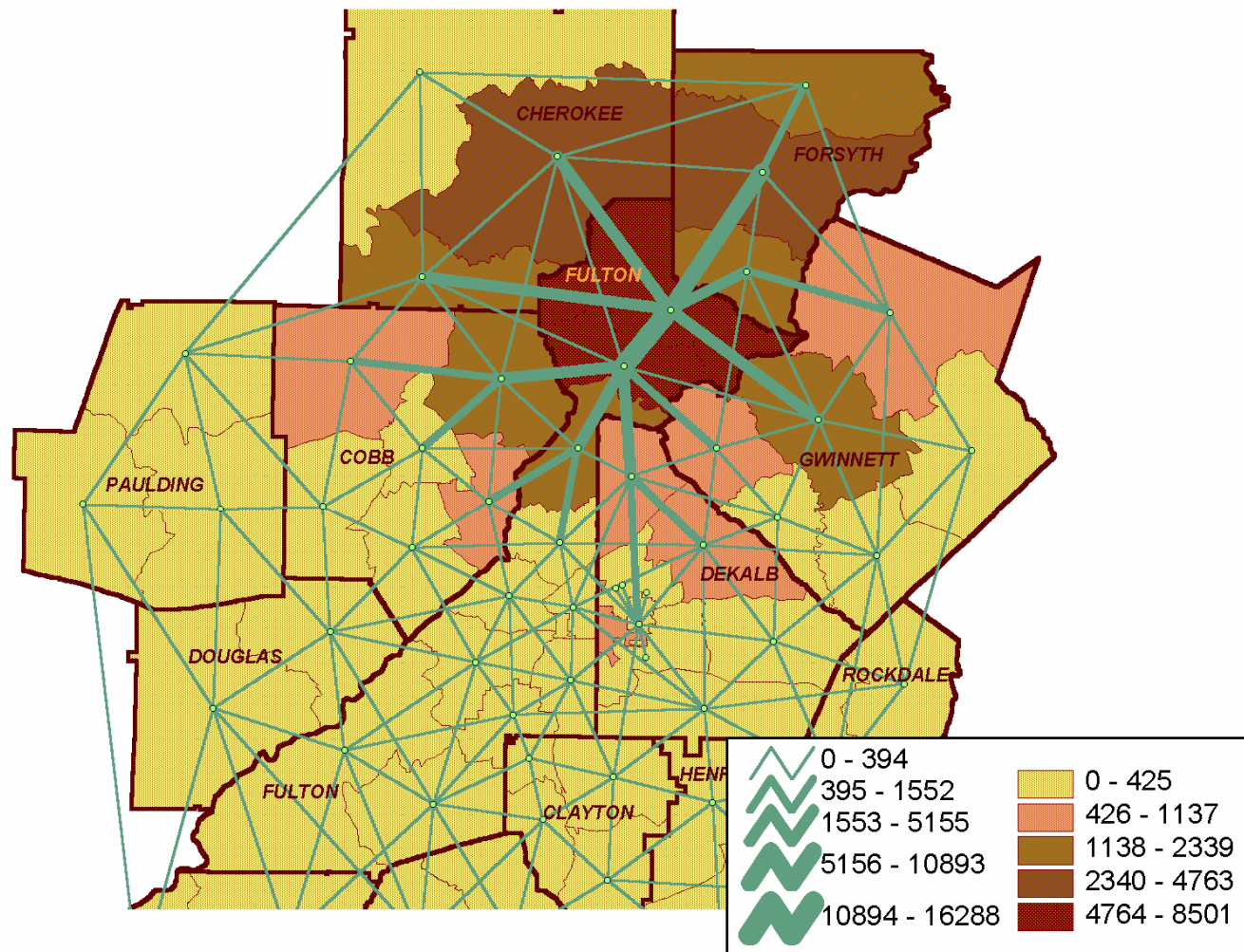
### TPB Projects

Candidate TPB projects that would serve the Northpoint Mall area are as follows:

- GA 400 BRT
- Lindbergh – Alpharetta Arterial BRT
- SR 120 Arterial BRT



**Figure 12**  
**HBW Trips to/from Northpoint Mall Area by Superdistrict**



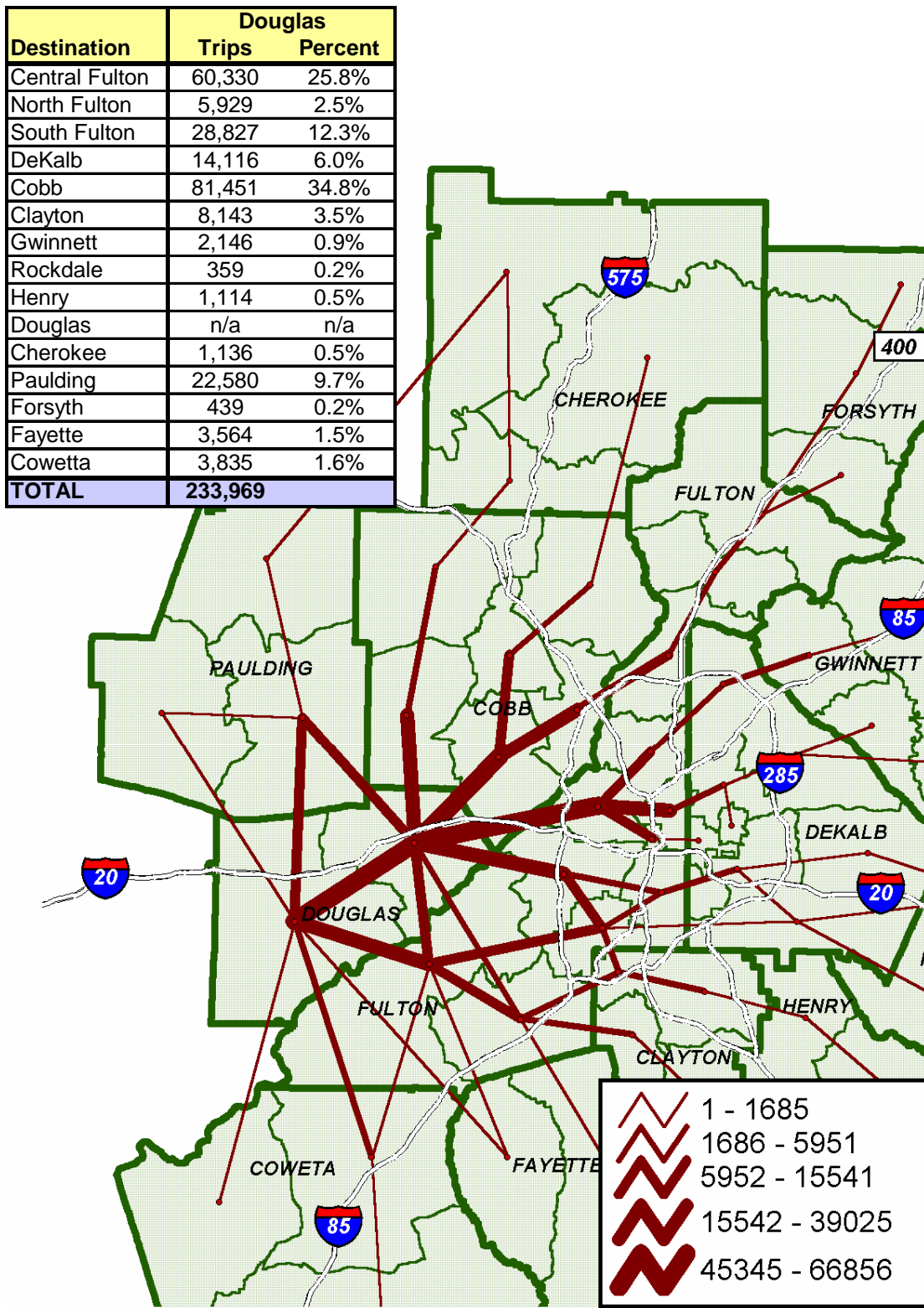
County	Name	Northpoint	
Central Fulton	CBD Atlanta	186	
	NW Atlanta	117	
	NE Atlanta	0	
	SE Atlanta	95	
	SW Atlanta	122	
	Buckhead	364	
		884	2.26%
North Fulton	Sandy Springs	1,490	
	Roswell	6,216	
	N Fulton	16,207	41.49%
South Fulton	Shannon	16	
	Tri-Cities	47	
	S Fulton	20	
		83	0.21%
DeKalb	Atlanta-DeKalb	439	
	Decatur	0	
	Chamblee	838	
	NE DeKalb	470	
	NW DeKalb	0	
	SE DeKalb	149	
	SW DeKalb	0	
	S DeKalb	77	
		1,973	5.05%
Cobb	Marietta	203	
	NW Cobb	565	
	NE Cobb	2,044	
	Cumberland	452	
	S Cobb	255	
		114	
		3,633	9.30%
Clayton	Airport	8	
	NE Clayton	25	
	Riverdale	17	
	S Clayton	19	
		69	0.18%
Gwinnett	Cent Gwinnett	1,146	
	N Gwinnett	1,000	
	E Gwinnett	279	
	Snellville	226	
	Lilburn	354	
	Norcross	1,133	
		4,138	10.59%
Rockdale	N Rockdale	17	
	S Rockdale	21	
		38	0.10%
Henry	N Henry	30	
	E Henry	48	
	S Henry	48	
		126	0.32%
Douglas	E Douglas	47	
	W Douglas	66	
		113	0.29%
Cherokee	Woodstock	1,522	
	E Cent Cherokee	2,413	
	N Cherokee	264	
		4,199	10.75%
Paulding	N Paulding	39	
	W Paulding	27	
	E Paulding	83	
		149	0.38%
Forsyth	S Forsyth	1,888	
	Cumming	4,069	
	N Forsyth	1,406	
		7,363	18.85%
Fayette	E Fayette	14	
	W Fayette	10	
		24	0.06%
Coweta	N Coweta	21	
	W Coweta	18	
	S Coweta	20	
		59	0.15%
<b>TOTAL</b>		<b>39,058</b>	

## **Suburban County Travel Patterns**

In addition to evaluating travel demand model trip patterns for activity centers, travel patterns were evaluated for various suburban counties. Specifically, travel desire lines were developed at the ARC superdistrict level for suburban counties that presently have limited or no local transit service (Douglas, Paulding, Cherokee, Forsyth, Rockdale, Henry, Fayette and Coweta Counties). Tables were also developed to show actual trip volumes from each of the analyzed suburban counties, to other counties in the Atlanta region. The following figures present this analysis of suburban travel patterns.

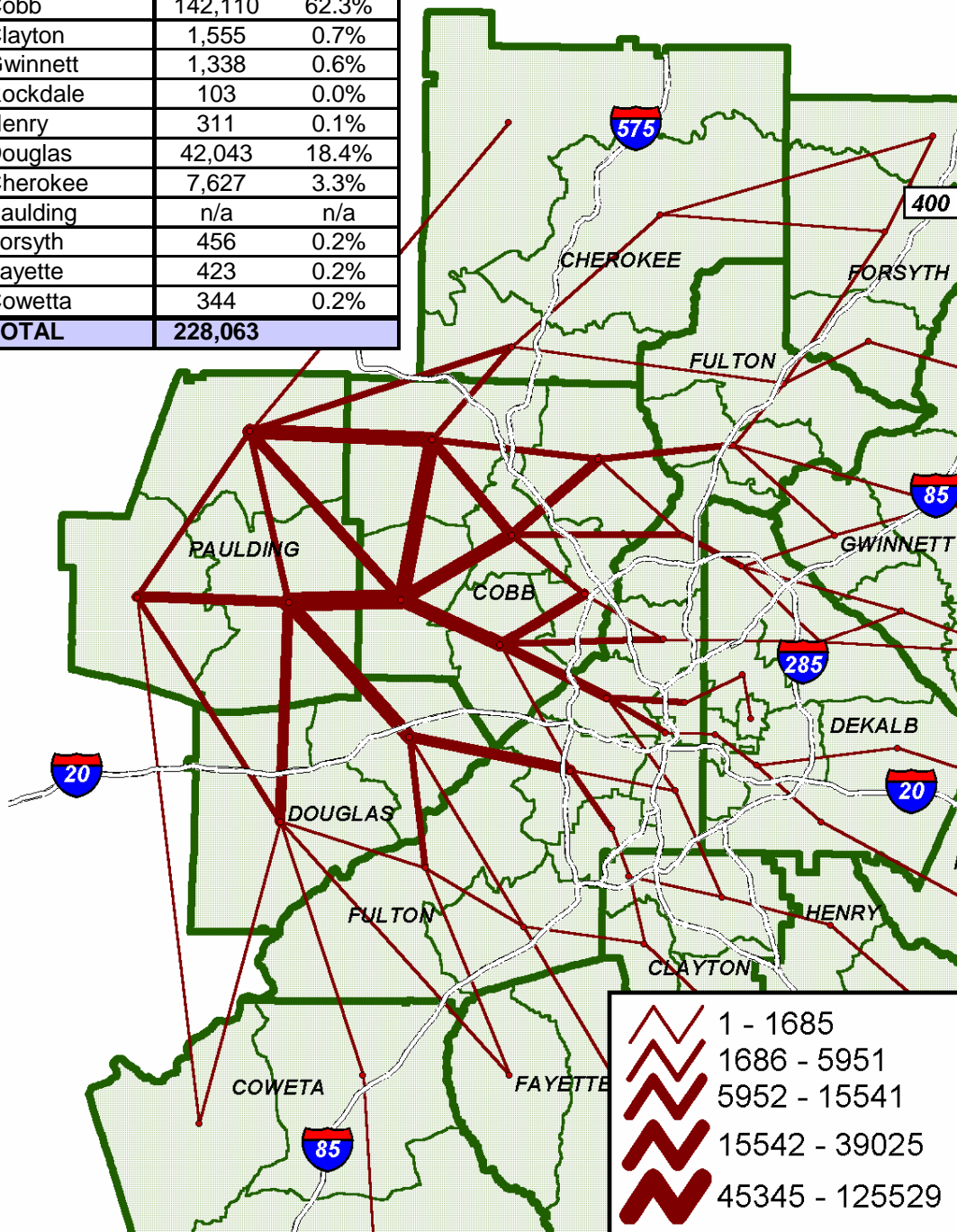


**Figure 13**  
**Total Trips from Douglas County by Superdistrict**



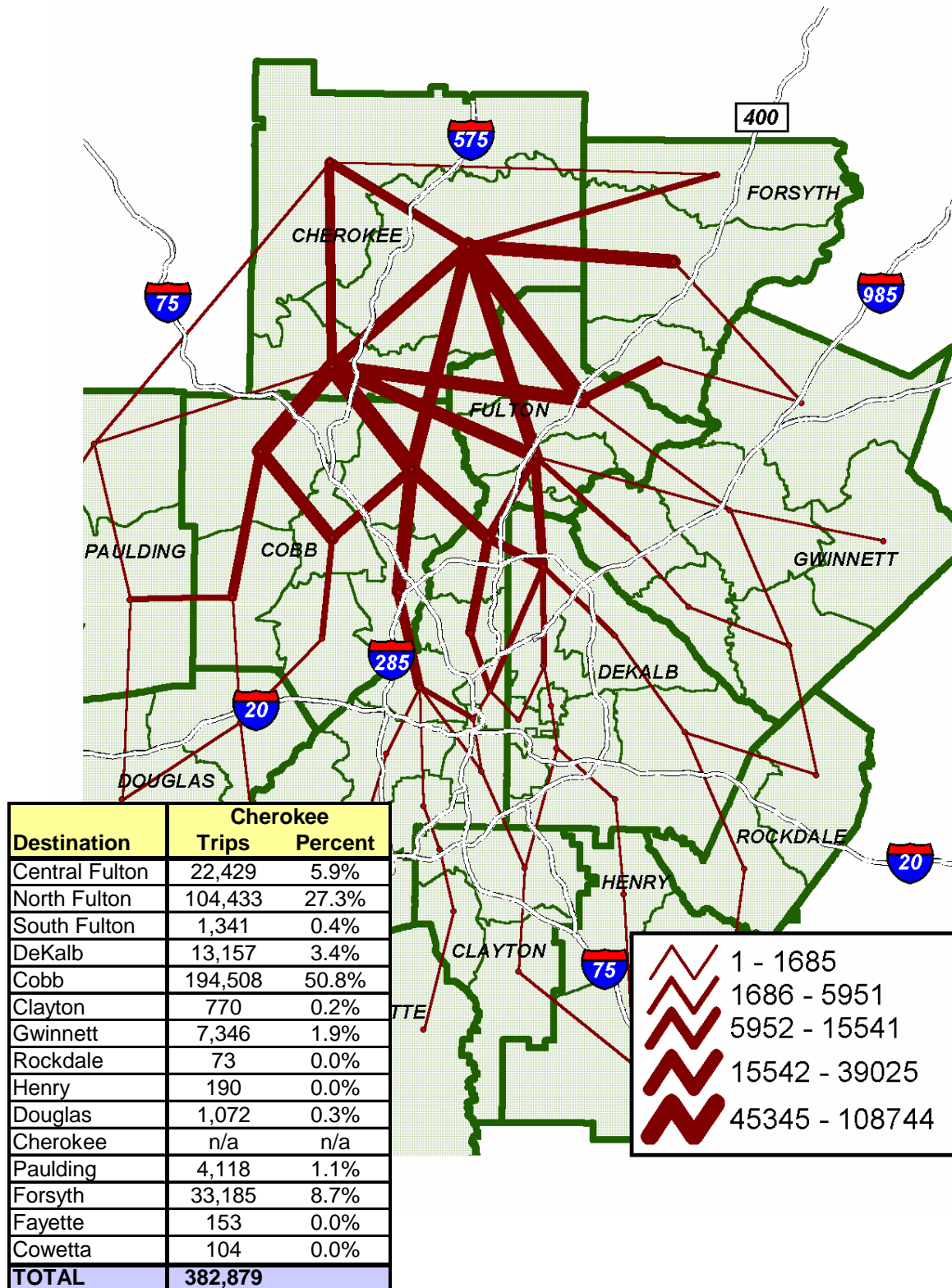
**Figure 14**  
**Total Trips from Paulding County by Superdistrict**

Destination	Paulding Trips	Percent
Central Fulton	17,715	7.8%
North Fulton	4,540	2.0%
South Fulton	4,636	2.0%
DeKalb	4,862	2.1%
Cobb	142,110	62.3%
Clayton	1,555	0.7%
Gwinnett	1,338	0.6%
Rockdale	103	0.0%
Henry	311	0.1%
Douglas	42,043	18.4%
Cherokee	7,627	3.3%
Paulding	n/a	n/a
Forsyth	456	0.2%
Fayette	423	0.2%
Cowetta	344	0.2%
<b>TOTAL</b>	<b>228,063</b>	

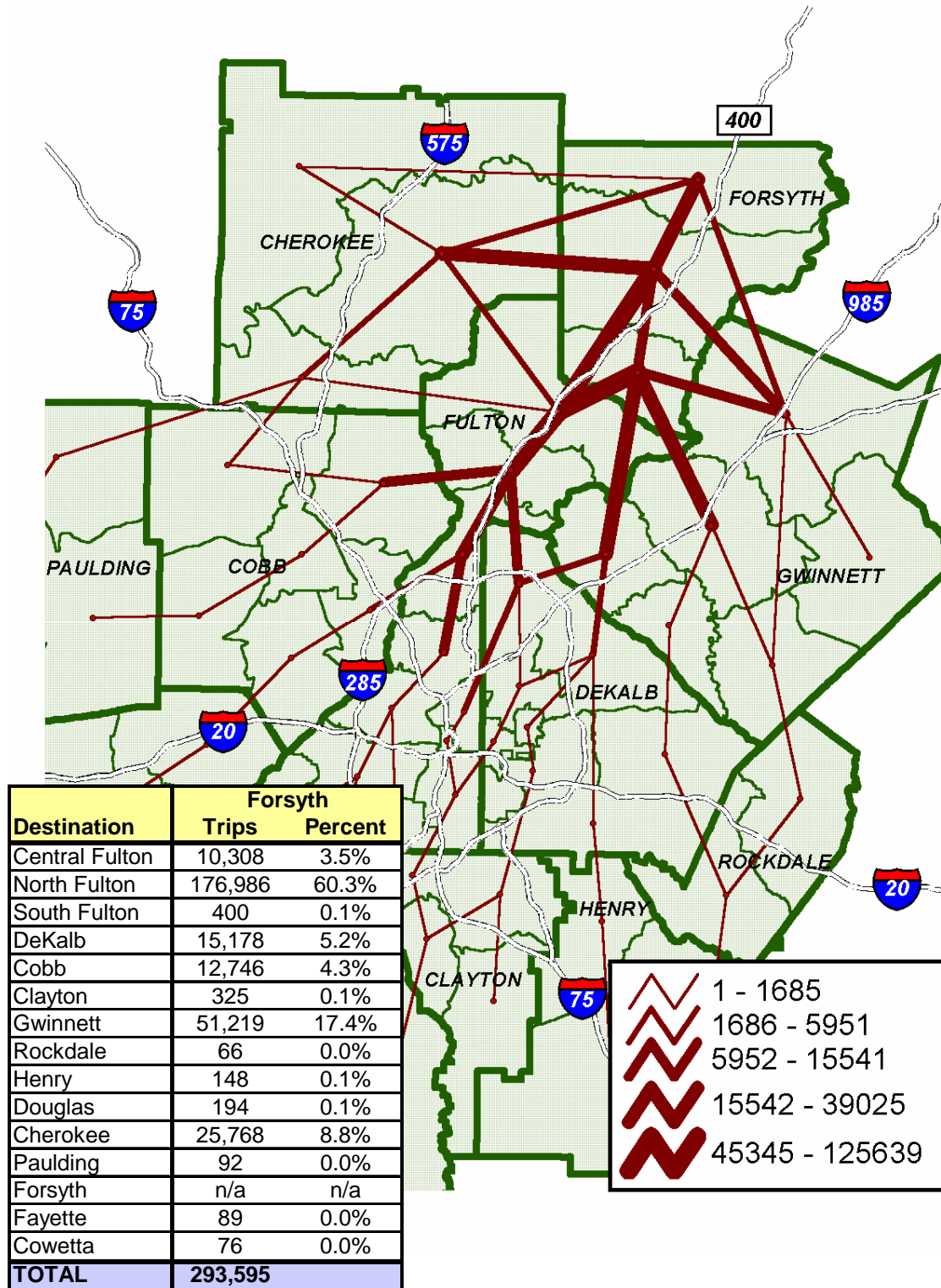




**Figure 15**  
**Total Trips from Cherokee County by Superdistrict**



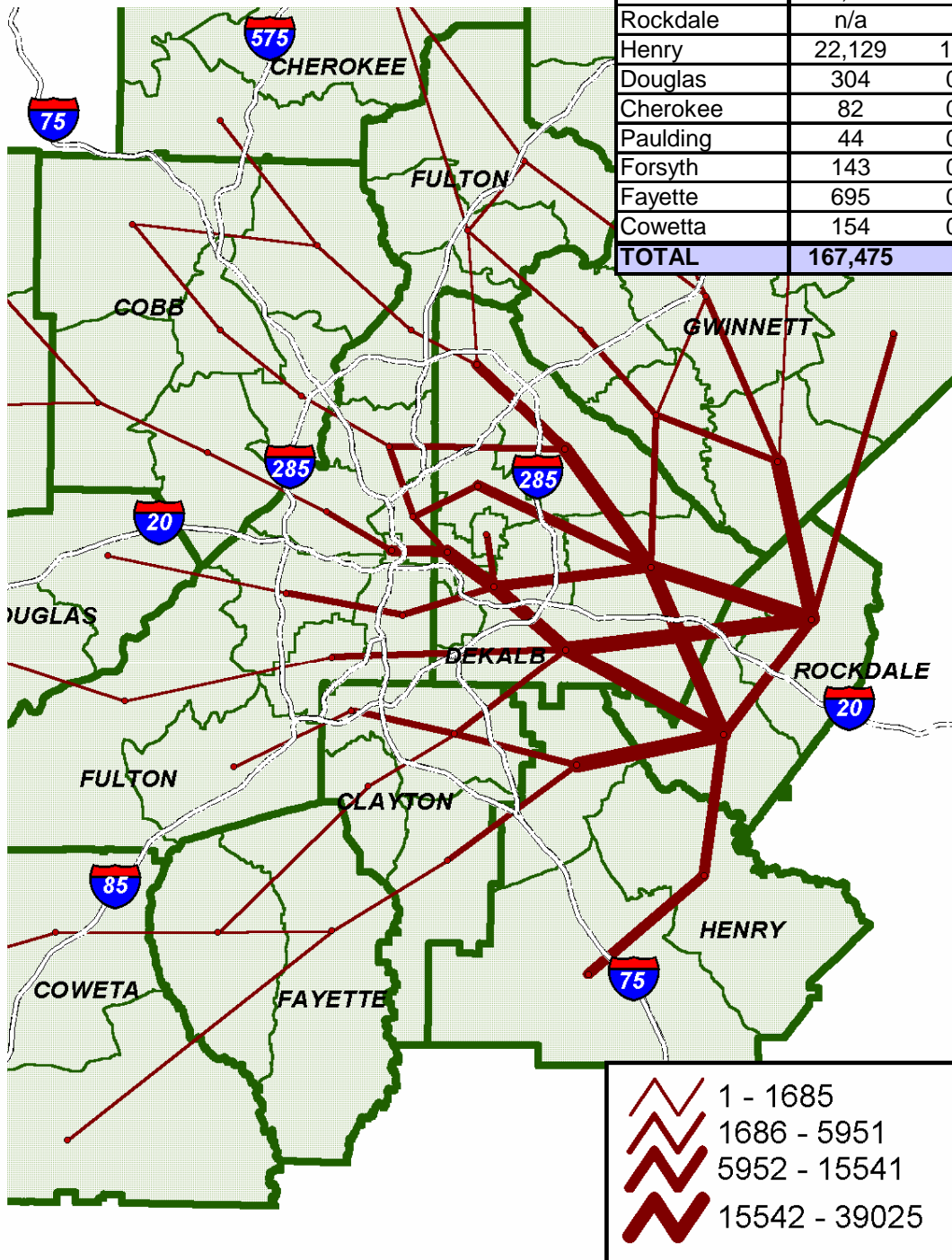
**Figure 16**  
**Total Trips from Forsyth County by Superdistrict**





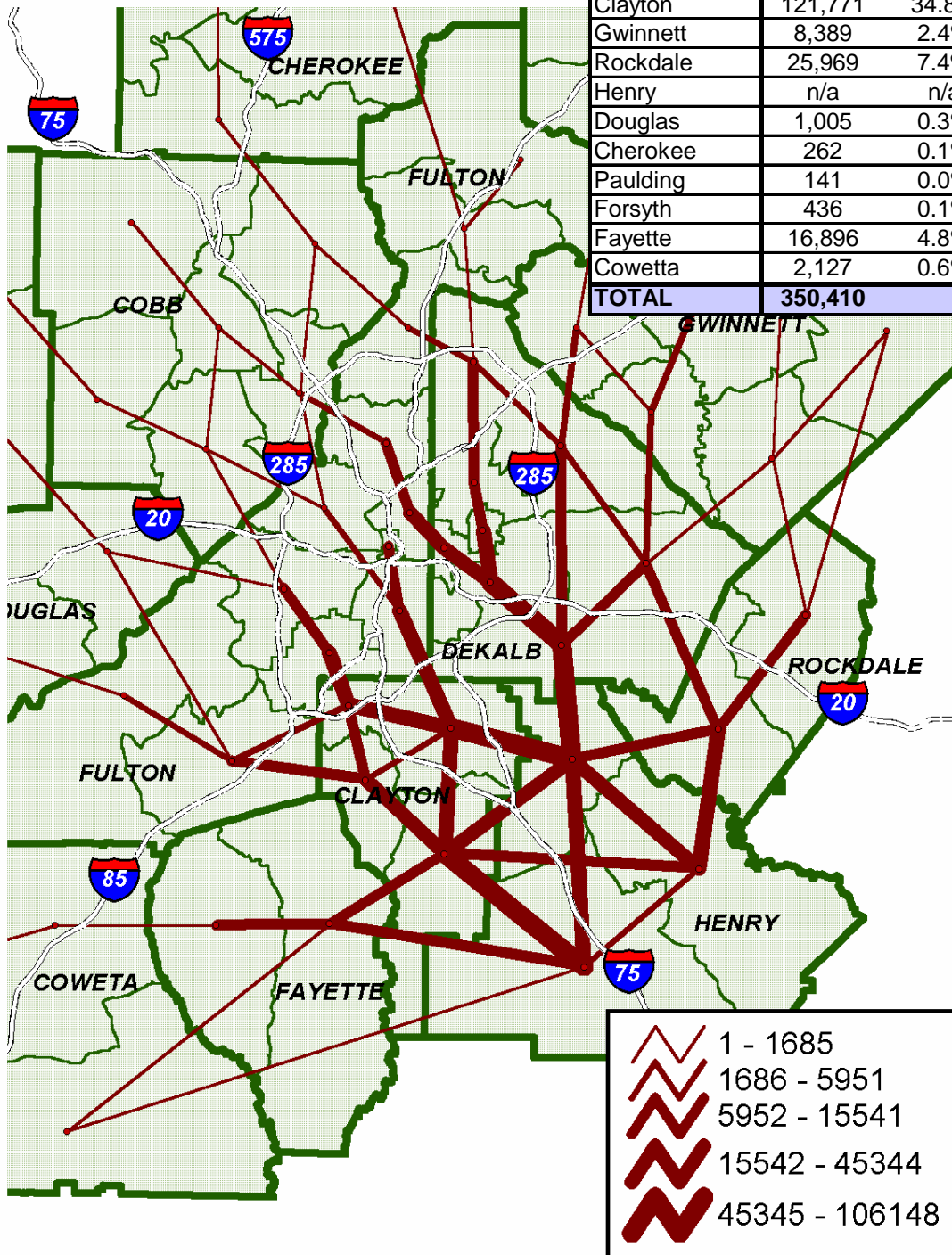
**Figure 17**  
**Total Trips from Rockdale County by Superdistrict**

Destination	Rockdale	
	Trips	Percent
Central Fulton	21,958	13.1%
North Fulton	2,089	1.2%
South Fulton	3,854	2.3%
DeKalb	82,285	49.1%
Cobb	2,176	1.3%
Clayton	8,760	5.2%
Gwinnett	22,802	13.6%
Rockdale	n/a	n/a
Henry	22,129	13.2%
Douglas	304	0.2%
Cherokee	82	0.0%
Paulding	44	0.0%
Forsyth	143	0.1%
Fayette	695	0.4%
Cowetta	154	0.1%
<b>TOTAL</b>	<b>167,475</b>	



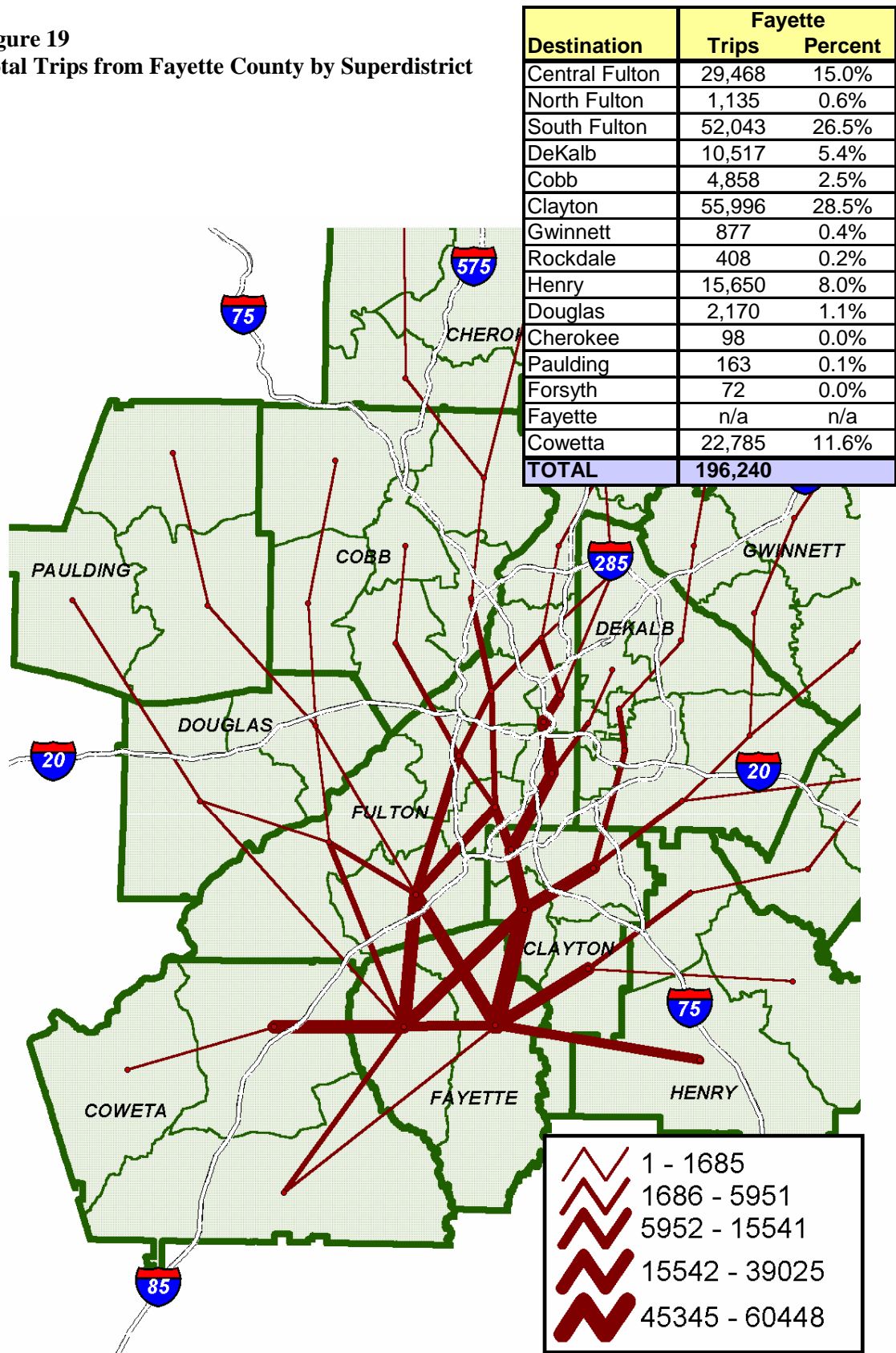
**Figure 18**  
**Total Trips from Henry County by Superdistrict**

Destination	Henry	
	Trips	Percent
Central Fulton	56,372	16.1%
North Fulton	3,675	1.0%
South Fulton	26,849	7.7%
DeKalb	81,137	23.2%
Cobb	5,381	1.5%
Clayton	121,771	34.8%
Gwinnett	8,389	2.4%
Rockdale	25,969	7.4%
Henry	n/a	n/a
Douglas	1,005	0.3%
Cherokee	262	0.1%
Paulding	141	0.0%
Forsyth	436	0.1%
Fayette	16,896	4.8%
Cowetta	2,127	0.6%
<b>TOTAL</b>	<b>350,410</b>	





**Figure 19**  
**Total Trips from Fayette County by Superdistrict**



**Figure 20**  
**Total Trips from Coweta County by Superdistrict**

Destination	Coweta	
	Trips	Percent
Central Fulton	20,662	12.1%
North Fulton	1,592	0.9%
South Fulton	46,082	27.0%
DeKalb	7,109	4.2%
Cobb	4,774	2.8%
Clayton	17,198	10.1%
Gwinnett	1,168	0.7%
Rockdale	232	0.1%
Henry	3,746	2.2%
Douglas	4,461	2.6%
Cherokee	299	0.2%
Paulding	318	0.2%
Forsyth	361	0.2%
Fayette	62,900	36.8%
Coweta	n/a	n/a
<b>TOTAL</b>	<b>170,902</b>	

